

THE REPORTER OF

DECEMBER / 1959

Direct Mail

advertising

MOODY CARD NO. 1

I am HAPPY
HAPPY
HAPPY HAPPY!



MOODY CARD NO. 2

I must have
faith
and
keep smiling!



MOODY CARD NO. 3

I'm not my
usual
charming
self today!



MOODY CARD NO. 4

This may be
the day
I
end it all!



MOODY CARD NO. 5

Somehow I
can't
seem to
get going!



MOODY CARD NO. 6

I have
committed
a
serious error!



Still a
wee bit
sleepy...
that's
me!



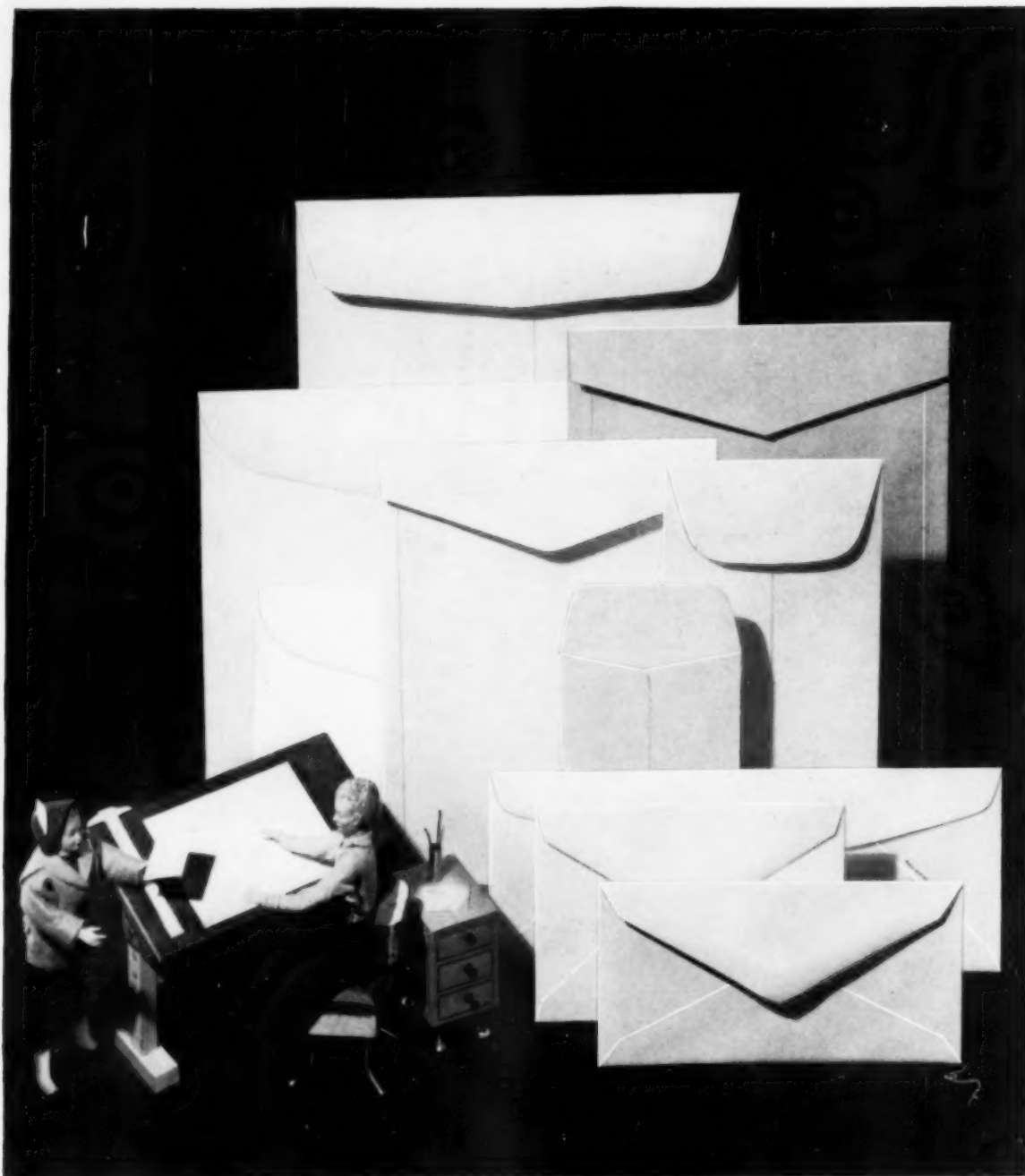
"DON'T BUTTER ME UP. Sweet talk and flattery will get you nowhere. Just give me the facts. I'll handle your problem efficiently . . . but don't expect me to be peaches and cream today. I have a right to feel this way 'Because I Am A Girl' . . . and I belong to a club to prove it."

"Tomorrow, things may be different . . . I may be my own sweet, charming self again. Your charming manners and bon vivant airs will warm the cockles of my heart and make me as bubbly as a sip of champagne. It's a woman's prerogative to change. I'm a woman . . . and I belong to a club to prove it."

FLORIST'S SALES BLOOM

with Unique Club for Secretaries.

Los Angeles florist creates a lot of excitement (and sales) with this humorous Because I Am A Girl Club. See Page 21.



START WITH A STANDARD U.S.E. ENVELOPE and you'll end up with a printed piece that fits and is less costly. You have lots of leeway. The U.S.E. standard line includes a great variety of styles suitable for mailing, with several hundred sizes to choose from. You'll also save time by using envelopes available in stock. You may also avoid delays in mailing. . . . Write on your letterhead for the free 24-page Direct Mail Research Report with U.S.E. Envelope Selector Chart. Address Advertising and Sales Promotion Department—

UNITED STATES ENVELOPE COMPANY



Springfield 2, Massachusetts

14 Divisions Coast to Coast

Largest supplier of envelopes to paper merchants for almost a century.



Auto-typist hits letter typing right on the button

Push-button automatic typing is bringing automation to the handling of office correspondence. Now typists push buttons instead of keys, and Auto-typist machines take over and do the typing. They do it in marvelous fashion, too—turning out letters at 2½ times the speed of the fastest typist—neat, erasure-free, error-free letters that are as personal as your signature.

Well over half of general office correspondence is routine—or can be standardized. Sales letters, order acknowledgements, answers to inquiries, and collection letters are only a part of the correspondence that can be handled faster, easier, and more economically by Auto-typist. One typist can turn out 100-125 letters each day with an Auto-typist—3 to 4 times normal manual typing output.

How Auto-typist works—Precomposed letters and paragraphs are perforated on a wide paper roll. This perforated roll operates the typewriter keys. As much as 250 lines of copy can be stored on one roll. Twenty to thirty complete letters can be prepared, or a

series of paragraphs which can be combined to make up dozens of letters.

Salutations are manually typed. Then, by pushing the button or buttons that correspond to the letter or paragraphs desired, Auto-typist automatically picks out the letter wanted, or assembles the paragraphs in the order desired, and types each word as if it had been done by hand. Manual insertions of personal or variable data can be made in any part of the letter.

Present users include banks, manufacturers, insurance companies, hotels, publishers, retailers, fund raisers. Applications range from general correspondence typing to specialized uses such as new account promotional letters. The complete story is yours for the asking. Just write us on your letterhead.



Auto-typist

**60
Best
Business
Letters**

AMERICAN AUTOMATIC TYPEWRITER CO.
2323 N. Pulaski Road, Chicago 39, Illinois 212

Gentlemen:

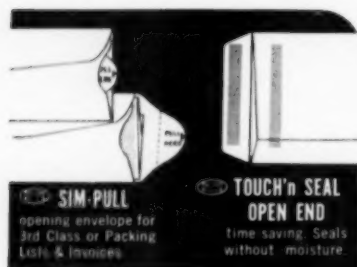
Please send me full information about Auto-typist and free booklet "60 Best Business Letters."

Name & Title _____

Company _____

Address _____

City _____ Zone _____ State _____



WHAT'S NEW IN ENVELOPES?



You, as an envelope user, can look to Tension for continuing research and development of new products and the improvement of old ones. You are kept ahead of technical changes as they develop.

Some of Tension's new developments are illustrated here. There are many more including such things as better papers, safer sealing, accurate construction and yes, even better appearance of a simple black ink corner card.

For your complete "Envelope Idea Kit" attach coupon below to letter-head.

Tension Envelope Corp.
Campbell at 19th St.
Kansas City 8, Mo.

Send "Idea Kit" with
samples of "What's
New in Envelopes."

360

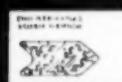
KARD-KARRIER
card mailer
credit, member
ship, reply.



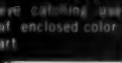
TAGVERTISER
merchandise tag
with parts, button
pocket.



EAS-L-BANK
expanding saving
bank for churches,
charities, banks.



DISPLAY WINDOW
eye catching use
of enclosed color
art.



KWIK-KLASP
fast-closes in one
movement instead
of 3.

**PLUS MANY OTHER
EXCLUSIVE TENSION
IDEA ENVELOPES**

THE REPORTER OF Direct Mail advertising

Vol. 22, Number 8

December, 1959

DEPARTMENTS

SHORT NOTES	4
DMAA NEWS	18
UPGRADING LETTER COPY—by Paul Bringe.....	36
NAMES IN THE NEWS.....	38
REED-ABLE COPY—by Orville Reed.....	42
SOURCES OF SUPPLY.....	44
FRONT PORCH SCUTTLEBUTT—by Henry Hoke.....	47

FEATURES

FLORIST'S SALES BLOOM—Robert Hemmings.....	21
OCCUPANT MAIL TAKES A LOOK AT ITSELF—Peter S. Fischer....	24
HOW I SOLVED A HELP WANTED PROBLEM—William J. McKenna..	26
DON'T EVER MOVE—Leslie S. Hauger.....	27
HOTEL MEN PLAY TWENTY QUESTIONS.....	28

The Reporter of Direct Mail Advertising is published monthly at 224 Seventh Street, Garden City, L. I., New York. Subscription price is \$6.00 a year. Second class postage paid at Garden City, N. Y. and New York, N. Y. Copyright 1959 by The Reporter of Direct Mail Advertising, Inc. The Reporter is independently owned and operated. In addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association, 3 East 57th St., N. Y. 22, N. Y., receive The Reporter as an Association service. Part of their annual dues pays for a subscription.





THE MAGAZINE OF BUSINESS PROMOTION

PUBLISHING OFFICES:

224 Seventh Street
Garden City, L. I., N. Y.
Pioneer 6-1837

Henry Hoke, Jr.
Publisher

Dudley Lufkin
Field Editor

M. L. Strutzenberg
Business and Readers Service

G. M. Bornbusch
Circulation

M. K. Coleman
Advertising and
Merchandising Production

EDITOR:

Henry Hoke, Sr.
3 Bluff View Drive
Belleair
Clearwater, Florida

ADVERTISING OFFICES:

NEW YORK

John J. Patafio, Jr.
224 Seventh Street
Garden City, L. I., N. Y.
Pioneer 6-1837

MIDWEST

J. K. Rotskoff
605 N. Michigan Ave.
Chicago 11, Illinois
DElaware 7-0120

WEST

H. L. Mitchell & Associates
1450 Lorain Road
San Marino, California
CUMberland 3-4394

KNOWN FOR *Results*



MARKET DATA • CASE HISTORIES

BIRTHLIST SPECIALISTS

BUSINESS LIST SPECIALISTS

TESTED FACTS • RESEARCH REPORTS



"The Man in the Gray Tweed Suit"

RESEARCH
COORDINATION
SERVICE
CREATIVITY
IDEAS
FACTS
SELECTIVITY
RESULTS
ACCURACY

The experienced mail advertising executive measures the advantages of one compiler as compared to another compiler on one thing... **RESULTS.**

LMR supplies more birth lists to more national mailers than all other compilers combined. Furthermore, LMR is the fastest growing supplier of business lists. The reason... LMR lists, when compared to other compiled lists,

bring **BETTER** results.

The LMR List Consultant is easily recognized because he is dressed in a gray tweed suit, but most important, he is known for **RESULTS.**

To contact "The Man In The Gray Tweed Suit", ask your list broker to arrange an appointment...

Lisle M. Ramsey and Associates, inc.

404 SOUTH FOURTH STREET, SAINT LOUIS 2, MISSOURI, CHestnut 1-6626

COMPILERS OF NATIONWIDE BIRTHLISTS AND BUSINESS LISTS

Master Copper
Powderless
Etching
Machine



Copper Powderless Etching...

Superior printing—molding is now a reality in copper plates. Greater depth in highlight, middletone and shadow areas.

HORAN ENGRAVING CO.,

44 West 28th Street, New York 1, N. Y.
MUrray Hill 9-8585

Branch Office: Newark, N. J.

THE Roskam Co.
P.O. Box 855
K.C. 41, Mo.

MAIL ORDER
LISTS

FARM MARKET
LISTS

HIGH VOLUME
MAILING

MEMBERS
OF

DMAA ATCMU
NATIONAL COUNCIL
of MAILING LIST BROKERS

SHORT Notes DEPARTMENT

We welcome your direct mail ideas and news items for this department.
Send all material to Short Notes Department, The Reporter of
Direct Mail Advertising, 224-7th St., Garden City, N. Y.

□ **THE OLD YEAR** of 1959 comes to a close for The Reporter with this issue. It has been a good year; many new friends to read the magazine; much encouragement and support from old friends among subscribers and advertisers. Hope all of you will have a pleasant holiday season during which you should dream up plans to make 1960 the "best yet."

□ **THE 55th ANNUAL CONVENTION** of the Lithographers & Printers National Association will be held April 25-28, 1960 at the Boca Raton Club, Boca Raton, Florida. It's an important period to mark on your calendar. An outstanding business program is being planned.

□ **THE NEW TREND TO TOP-LEVEL SELLING** is the title of a most interesting 16-page "report to management" recently released by the Research Institute of America, Inc., 589 Fifth Ave., New York 17, N. Y. The report was researched and written for RIA by marketing consultant, Harry G. Burger, 100 E. 16th St., Brooklyn 26, N. Y. Statistics and charts prove that top approval for purchase orders is required at a much lower dollar level than many suppliers assume. For instance, presidential approval is required in no less than 75% of all major purchases for manufacturing corporations. The report suggests ways of stepping up sales-supporting activities aimed at the executive level. Included is this statement: "Direct mail is apparently the instrument used by more firms than any other." The complete report should be read by every serious user of business-to-business direct mail. RIA has agreed to supply copies to Reporter readers who write.

□ **CONCERNING TOP-LEVEL SELLING** (see above) the following item appeared in recent issue of "The Ambassador"—house magazine of R. O. H. Hill, Inc. (letterhead specialists), 270 Lafayette St., New York 12, N. Y. "64% of industrial calls, reported Sales Management Magazine recently, are made on the

wrong man. Holy Smokes! In the opinion of the sales executives interviewed, 27% of their salesmen's calls should have been directed to top administrative management and only 7% to middle execs and assistants. Actually, only 7% were made to top level decision makers and 32% to the lowest classification."

□ **JUST HALF THE PAPER** handling will now be required to print hm's and booklets by offset, claims Addressograph-Multigraph, if their new Model 1250W is employed. Machine has a larger image area . . . 50 square inches more than



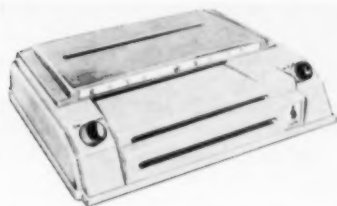
conventional models. Letter-sized forms run two to a sheet can be reproduced at rate of 35,000 hourly. Full information about this new Multilith Offset unit can be obtained by writing manufacturer at Cleveland 17, Ohio.

□ **THINGS TO WATCH** on Post Office developments: Post Office will probably get all the power it needs to use any suitable method of transportation. Will not be limited to rail or truck delivery on first class mail. ‡ Post Office has been developing a "facsimile mail service," but there will be strong lobbying to prevent its introduction. Your letters of the future may be transmitted from New York to Los Angeles in a matter of split seconds . . . either typed or handwritten. Methods being worked out to keep such matter confidential. ‡ Farrington Mfg. Co. of Alexandria, Va., has a contract

with the Post Office to develop a more advanced electronic automatic reader of addresses on envelopes . . . which will be part of a fully automatic letter sorting system. ‡Pitney-Bowes of Stamford, Conn., has a \$2¼ million order for 75 automatic mail facing and canceling machines (goodby to the old manually operated "pianos"). ‡ If you would like a complete description of "The World's Most Mechanized Post Office" (at Washington, D. C.) . . . write to L. Rohe Walter, special assistant to the PMG for press relations, at Washington, D. C. and ask for the printed story. Very interesting. (If you get to Washington, arrange for a tour.) ‡ There will be many shenanigans behind the scenes during 1960 to determine future of Railway Express and Parcel Post. There will be stringpulling by shippers, railroads, airlines, truckers, freight forwarders, the Post Office Dept. and others. Some people want one central agency to handle all parcel shipments by combination of rail, truck, air . . . including air freight. But the possibilities for dissension are obvious. The public will just have to sit back and wait for the battle to be resolved. ‡ See Scuttlebutt for more information on efforts to increase the Postmaster General's power to censor the mail.



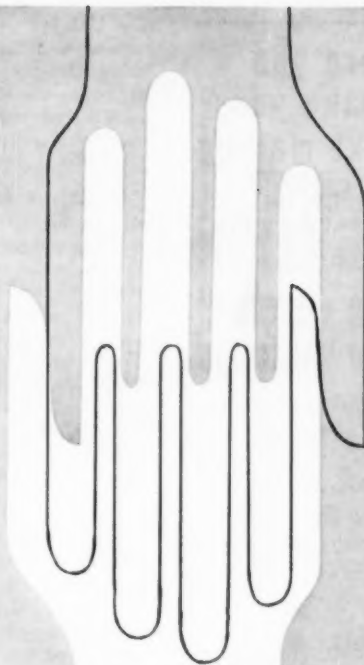
□ **THE "LAIRD" PHOTOCOPY MACHINE** has been announced by Hunter Royal Scot Copymor Equipment, 566 Spencer Street, Syracuse 4, New York. The Laird eliminates the need for a new negative for each copy. Once the negative is made from the original, then



any number of positives can be made from that negative. Machine handles anything up to 12" wide, reproduces pen, pencil, crayon, type, printing, and can duplicate color originals in black and white.



□ **MEMBERSHIP BULLETIN** for a political club in Florida made a statement which should set a new world's record for something or other. In the last paragraph on the fourth page this phrase appeared after describing the cost of getting out bulletins and operating as a public service: "So if you do not receive a copy, send in \$5 and get on our mailing list." Which reminds us that a



HAND IN HAND

Direct mail serves hand in hand with your salesman . . . paving the way for him, supporting his effort, locating prospects who are ready, willing and able to buy.

For direct mail that lends a genuinely helping hand to your sales program, look to the special promotional experience of the Hickey Murphy Division of James Gray, Inc. You'll find a unique creative service, flexible enough to meet your specific direct mail needs.

For a handful of practical direct mail ideas, write for a free copy of the informative booklet, *How To Put Action Into Your Direct Mail*.

**THE HICKEY MURPHY DIVISION
OF JAMES GRAY, INC.**

216 East 45th Street, New York 17, New York • Murray Hill 2-9000



Before you
make your
next mailing
... CHOOSE
FROM THE
1/4 BILLION

MAIL ORDER BUYERS INQUIRERS and PROSPECTS

For an immense fund of data and MOSELY custom-prepared LIST RECOMMENDATIONS, simply send us in confidence a detailed letter about your list problems along with sample mailing pieces, ads, etc. NO COST OR OBLIGATION. Write:



**MAIL ORDER
LIST SERVICE, Inc.**

MAIL ORDER LIST HEADQUARTERS

Dept. R-612

38 Newbury St., Boston 16, Mass.

Charter Member National Council
of Mailing List Brokers

get the
professional
approach
... to your

DIRECT MAIL



For a FREE roster of members
of MASA, the professional
creators and producers of
BETTER direct mail, write to:

**mail advertising
service association**

INTERNATIONAL

18120 James Couzens Hwy.
Detroit 35, Michigan

short time ago we received a letter from a friend who did not have our correct address. He put a P.S. on the letter—"If you do not receive this, let me know and I'll send another." He was serious, too.



☐ **ANOTHER MISTAKE** which caught our eye this past month came from an insurance company in the Midwest. Had the appearance of a big mass mailing. The form letter which was dated October 16, 1959 outlined a very special offer. A P.S. at the bottom of the letter stated: "This offer subject to expiration on October 30, 1959." Our mailman delivered it on November 3 at 2 p.m. in the afternoon. Moral: If your offer has a legitimate time element, don't trust third class. Mail first class.



☐ **SOME OF US DO NOT REALIZE** how important the mail order catalog has become in keeping small rural merchants in business, and in a fairly good competitive position with the large retailer. Some mail order catalogs go only to these small retailers and do not get into the hands of the consumer. One good example is the 624-page fall holiday catalog released by Milway, Inc., 3801 W. Juneau Ave., Milwaukee 1, Wis. to 58,000 small retailers throughout the United States. Eight different printers were used to prepare the big job. Nine art studios, six photographic studios and four type houses participated in the preparation. 228 pages are in full color, while a large percent of the balance of the pages is in two-color process.



☐ **"TEN RULES . . . for Choosing and Working with Printers"** is the subject of an interesting three-wing, 3 3/4" x 8 1/2" folder being distributed by Guaranty Printing & Lithograph Co., 809 Mission St., San Francisco 3, Calif. It was written originally by Jack Shelton, direct mail consultant, 69 Crecienta Drive, Sausalito, Calif. for the students in his direct mail course at Golden Gate College. We would like to reprint the brief but intelligent rules, but they've been copyrighted. Understand Jack gives reprint privileges for a slight charge to printers for their own self-advertising. You can get a copy by writing to Jack. Better send him a self-addressed, stamped envelope.



☐ **WANT A HELIOCHRONOMETER?** We got one in the mail from the Lamp Division of General Electric, Nela Park, Cleveland 12, Ohio. It's a clever little device, and works on much the same principle as the sundial. More accurate

though. GE sends an explanatory booklet along with it, and also a company newspaper *Facts of Light* which reports latest developments on new lamps and lighting practices. Limited supply is available from GE. Send 25¢ (postage and handling) if you're interested.



☐ **THE UNENLIGHTENED EXEC** in that swivel chair did a swell job promoting space ads for McGraw Hill Publishing Co., 330 W. 42nd St., N. Y. 36, N. Y. Now he's been put to work on a direct mail piece for Agency Lithograph Co., 216 S.E. Grand Avenue, Portland 14, Oregon. Format is a smart adaptation of the original space ad, supplying



Agency Litho's answers to all the execs' questions, such as, "I don't know who you are . . . I don't know your company . . . etc." Booklet winds up neatly with a tipped-on business reply card which has Mr. Exec saying "Now I know just enough to want to know more" . . . inviting recipient to send for further information. (Lest plagiarists and pilferers run rampant, Agency Litho got McGraw Hill's permission to use the idea.)



☐ **IDEA ART**, 309 Fifth Avenue, N. Y. 16, N. Y., just sent us their new idea kit, sampling 45 different letterhead designs for dm users. Art is attractive and worth looking at if you'd like some fresh ideas for your campaigns.



☐ **BACON'S PUBLICITY CHECKER** for 1960 is being released now, with a new innovation. Present edition represents over 3,500 changes from prior book, and Bacon announces that this year, regular revision sheets will be sent out to book owners in February, May and August to keep the Checker as up-to-date as possible throughout the year. This handy book lists 3,567 different

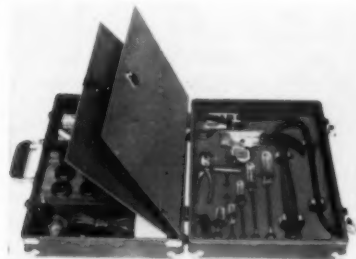
publications, and keys them according to editorial content. Makes it easy for publicity departments to aim their news effectively. Publications are divided by industry, and cross catalogued alphabetically. Editor's name is also given. Book sells for \$25 — will be sent on approval by Bacon's Clipping Bureau, 14 E. Jackson Blvd., Chicago 4, Illinois.



□ **NICE SUCCESS STORY** was registered by Advertising Letter Service, 2930 East Jefferson, Detroit, Michigan. They entered five separate competitions at this year's MASA convention at Montreal, and walked off with a blue ribbon for all five. Bob Vander Pyl, ALS's president, is proud as punch over the sweep. Competitions entered were Printing, Multigraphing, Automatically Typed Letters, Administrative Forms and Creative Field.



□ **HERE'S A NEAT IDEA** for a saleable item: As old convention hands, we were intrigued by a new compact kit designed and offered by Kit-Kraft, P. O. Box 43, Lexington 73, Mass. Advertising and sales executives responsible for firm's exhibits at trade shows are always in a dither for a hammer, saw, screwdriver,

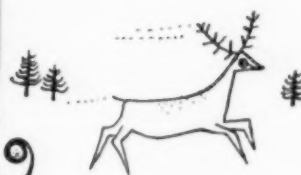


pencil, cleaning cloth or something to fix up a spot gone wrong. The 12 x 16 x 5-inch executive style kit contains just about every possible fix-it tool or supply which could be needed at an exhibit... with room left over for show papers, correspondence, etc. Sells for \$39.95 f.o.b. Lexington. For more information, William H. Buck, 32 Wyman Road, same city.



□ **EARTHMEN** who are thinking about a short jaunt to Mars or Pluto over summer vacation might get a boot out of cute booklet put out by Avion Division of ACF Industries, 11 Park Place, Paramus, N. J. Called "What Every Space Traveler Should Know," and deals with day-to-day problems such as eating, apparel, what to do and see, the "right" places etc. More practical minded readers will be interested in charts on com-

I have a merry



and all your
mailings can be
happy ones
through the use
of Cupples
colorful Personalized
envelopes—

Cupples
envelope co., inc.

360 Furman Street Brooklyn 1, New York

TR 5-6285, 6, 7, 8, 9

OTHER OFFICES: BOSTON • WASHINGTON • PHILADELPHIA



PRIDE
IS THE DIFFERENCE

Atlantic Duplicator

Assures uniform quality for printing press and business machine reproductions. In white and seven colors. Lint free, precision trimmed and moisture controlled. Feeds easier, runs better, produces clearer, sharper copies.

Now the substance weight has been made part of the genuine watermark. A new convenience feature.

Ask your Franchised
EASTERN Merchant for
samples. Or order direct.



EASTERN

EASTERN FINE PAPER AND PULP DIVISION

STANDARD PACKAGING CORPORATION

BANGOR, MAINE

munications set-up, luggage weights. For DM users, there's a Space Mail section showing delivery schedules. Moon is only 8½ hours off, but Neptune takes about 13 years. Mail now for early 1973 returns.



□ **DEPARTMENT OF COMMERCE** has two books out that you might be interested in. First, *Compilation of Manufacturing Statistics*, gives up-to-date and comprehensive account of major steps in compiling industrial statistics, sells for \$1.75. Second book called *Annual Survey of Manufacturers 1957*, gives data on shipments of products, inventories, payrolls and man-hours, costs, expenditures etc. This one is \$2.75. Write U.S. Government Printing Office, Washington 25, D. C.



□ **AN EIGHT-PAGE BROCHURE** called "Sales Producing Exhibits" is being offered by GRS&W (Gardner, Robinson, Stierheim & Weis, Inc.), 5875 Centre Ave., Pittsburgh 6, Pa. Brochure describes and illustrates 14 different exhibits, each solving a typical problem exhibitors come up against. GRS&W is a large builder of exhibits, and they've put together a very informative and comprehensive brochure. Recommended for trade show and convention enthusiasts.



□ **A SIMPLE TAN FOLDER** caught our eye the other day. Unpretentious tan paper cover with four pages of copy—offset on onion skin—stapled to the cover. Piece promoted the President's Guide, a 1,300 page book published by Prentice-Hall, Englewood Cliffs, N. J. Geared to presidents of smaller companies, it covers such things as personal taxes, raising cash and answers some of those ticklish questions and problems presidents run up against.



□ **1,000,000 CHRISTMAS GIFT BOOKS** were mailed out to members by Diner's Club, 10 Columbus Circle, New York, on October 15th. This 28 page catalog features 236 items ranging from less than \$10 to an \$800 mink stole. Members can pick the gifts they want to send, and bill it on their credit card. John Plain and Co., 75 E. Wacker Drive, Chicago, is the sole supplier of merchandise for the gift service. Last year Diner's Club employed the "choose-your-own" system whereby members would have booklets sent by Diner's Club to gifttees, displaying various gifts in a specified price range. Gift receiver could then choose his own gift from the booklet.

Response to the format was lukewarm, so Diner's Club feels this year's DC Christmas Gift Book will meet with greater enthusiasm as gift buyer would select the gift and order it sent.



□ **WEATHER-MINDED WNBQ** in Chicago sent an outdoor thermometer to agency time-buyers plugging station's twice daily weatherman, Harry Volkman. Thermometer is usual circular device and comes with glue for attaching on outside of window pane, facing in, so it's easy to see if it's long-john weather outside. Face of the thermometer reminds user to listen to Volkman and WNBQ.



□ **HARVARD BUSINESS REVIEW'S** Nov.-Dec. issue has an article entitled "Advertising Agency Costs & Profits," written by Frederic Gamble, President of the American Association of Advertising Agencies. Article deals with causes of agencies margin-of-profit decline over the past 15 years. It's an interesting story. Reprints are available from Harvard Business Review, Soldiers Field, Boston 63, Massachusetts. Price is \$1.00 singly, with considerable savings on orders of two or more.



□ **NO, WE DON'T** own stock in Hub-Mail, 100 Washington Street, Boston 18, Mass., but it must seem that way . . . the way we mention them. They have another mailing piece out, this time an aerated shaving bomb labeled "Exclusively Yours." Copy on the label proclaims "Exclusively Yours for shaving, and Hub Mail for saving." Supposed to have been formulated expressly for HUB MAIL FRIENDS. Considering price of the can and the 19½ cents postage, we can believe it.



□ **THE REFLECTOR** is a monthly house magazine for the sales force of the State Farm Insurance Companies, Bloomington, Ill. We always enjoy going through their 8½ x 11-inch slick paper issues. Well written. But we liked particularly recent special issue devoted exclusively to describing the six State Farm "Olympic" conventions to be held during May and June of 1960. Will be attended by the "best of the best" sales "qualifiers." Conventions will be held in Houston, Salt Lake City, Denver, Philadelphia, Chicago and Miami Beach. The Chambers of Commerce in the six cities should be proud of this special issue . . . for each city gets a four-page glamorous pictorial description. No other sales pro-



PRIDE IS A DAUGHTER. Watching her put aside dungarees for an evening dress, mocassins for high heels. Pride. The ingredient that makes a man want more for his family, demand more from himself. Pride. The mark of fine printers. The mark of Atlantic fine papers.



Cover • Bond • Opaque • Offset • Ledger • Mimeo • Duplicator • Translucent

Atlantic

EASTERN FINE PAPER AND PULP DIVISION • STANDARD PACKAGING CORPORATION • BANGOR, MAINE



motion in issue except statement that five top company officials will travel to each of the regional conventions to reveal plans for the future. Fine job. Other companies staging regional sales meetings could well use this Reflector as a model.



□ **COMPANIES ARE PEOPLE** is the title of an excellent 32-page, 3¼ x 7-inch booklet issued by the Caskie Paper Co. (paper merchants) of 308 E. 4th St., Charlotte, N. C. It's one of the best examples of paper merchant's self-advertising we have ever seen. In a friendly, non-bragging fashion, the booklet introduces and pictures all of the people in the Caskie organization who work with the customers . . . even including the warehouse workmen. After describing the people . . . the few remaining pages of the booklet tell about the extra services supplied by this paper merchant to customers throughout the Southeast section of the United States. The Caskie organization represents and handles the products of 46 fine paper mills in the country. To whoever designed this attractive booklet . . . we say congratulations!



□ **ANOTHER GOOD EXAMPLE** of introducing company executives came to us from Wolverine Tube, Division of Calumet & Hecla, Inc., 17200 Southfield Road, Allen Park, Mich. The 16-page, 5¼ x 7¼-inch booklet has the attractive cover pictured here—"Men of Wolver-



ine." Inside, each page describes and pictures one of the company executives who deal with the customers. It is all in good taste . . . and sounds convincing.



□ **ALWAYS ENJOY READING** "Delta Digest," the monthly employee house magazine of Delta Air Lines, published at the Atlanta Airport, Atlanta, Ga. Editor is Bob Anderson, Jr. We think it's one of the most human, down-to-earth, best written employee house magazines in the country. It's filled with warm stories of activities among the employees. The October 1959 issue had a thrilling story about the experience of Stewardess Dorothy Connors, who on a flight from

Chicago to Jackson, Miss. suddenly had to take over as midwife. With the assistance of several passengers, she managed to deliver the first baby born on a Delta flight. Delta officials made much of a to-do over the unusual event, giving many presents and even stock certificates to the new air-born arrival.



□ **LAST YEAR** we reported how the Elridge Advertising Agency (38 W. State St., Trenton, N. J.) initiated a weekly radio program to explain all forms of advertising. Was so successful . . . is being repeated in revised form this year. Glad to see that Miami will have the same sort of activity an Station WTHS-TV (6 p.m. each Thursday). Program is being moderated by Frank Dunbaugh, associate professor of marketing, University of Miami. Ad Club of Greater Miami is cooperating. Let's hope programs like these will help heal some of the scars on the image of advertising caused by the recent Washington uproar.



□ **PICTURES TELL YOUR STORY** is the title of a new publication produced by the National Publicity Council for Health and Welfare Services, Inc., 257 Fourth Ave., New York 10, N. Y. The 9½ x 11-inch, 52-page volume was written by Daniel J. Ransohoff and sells for \$1.75. It's a how-to book on why you should use photographs, the source of photographs, how to do the job for less money and all sorts of technical data. It's a valuable work for everyone who deals with photographs. Not necessarily restricted to the social service field.

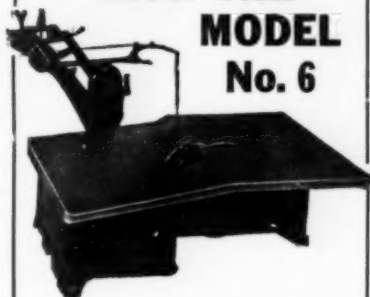


□ **HAVE YOU SEEN** business reply permit envelopes with a continuous identification band running around both front and back? That is, the short horizontal lines at right edge. Should help postal clerks in sorting, except that bands appear at left on back of envelope. Only example we've seen so far was sent by Jack Davis of Central Technical Institute, 1644 Wyandotte, Kansas City 8, Mo., who originated it for his company. Continuous band can be printed easily without additional cost while envelope is being manufactured.



□ **IT IS NOW OFFICIAL:** Members of the National Industrial Advertisers Assn. after several years of confusion and argument, have finally voted to change the name of the organization to the Association of Industrial Advertisers. You will no longer hear of NIAA. It is now officially AIA. The mail vote on the

CUT YOUR MAILING COSTS! WITH THE MODEL No. 6



This portable table SAXMAYER Model No. 6 is especially adapted to tie letter mail—also designed for general purpose tying of bundles in any sequence up to 6" high without adjustments. Adjustable legs and casters available at a small additional cost.

All SAXMAYER tyers are noted for **SAFETY** — automatic releases where needed; **SIMPLICITY** — all working parts are interchangeable; not only attractive in appearance but also **EFFICIENT** — fully automatic, speedy, firm, non-slip ties, economical in twine and time. Let us prove it on our trial basis.

Whatever your tying problem, there is a SAXMAYER model to meet it. Write us for details and literature.

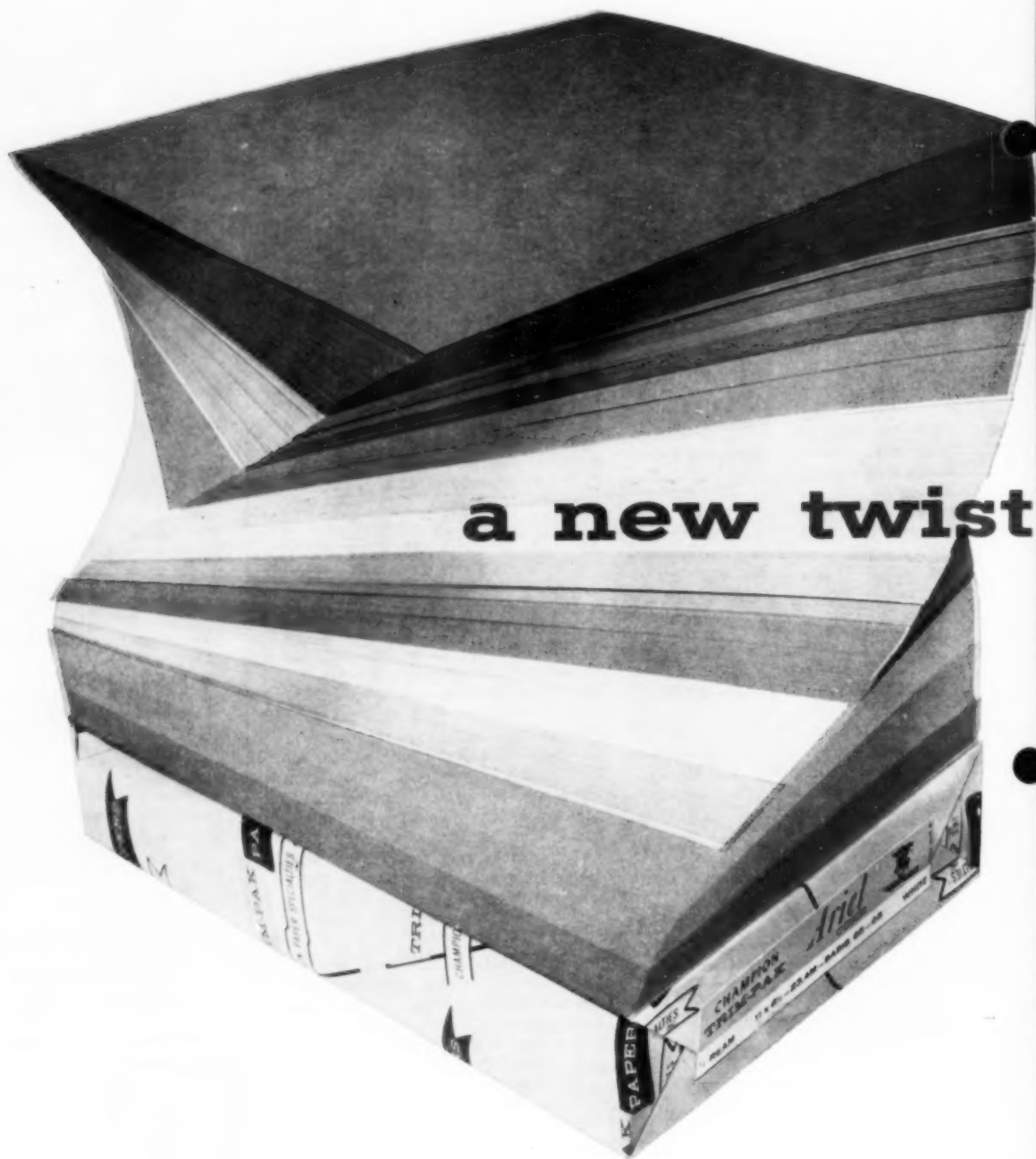
DEPT. M

NATIONAL

BUNDLE TYER CO.

Blissfield, Michigan

"IDEA" LETTERHEADS
Add lively interest to your messages! Unusual ideas illustrated in 4 colors for bulletins and mailings. 8½x11 size.
SEND FOR FREE CATALOG
IDEA ART
309 Fifth Avenue, New York 16



a new twist

PAPER
CHAMPION TRI-PAK
Ariel
11 x 17 - 25 lb. BULK 25-50
5000

in impression papers **TRIM-PAK**

Champion Papers now cut, packaged and ready to run!

It's a new twist in impression papers! It's TRIM-PAK—the most complete line of impression papers ever offered in cut sizes. Now you can get finishes, colors and grades never before available. These are genuine Champion papers in the most popular sizes, accurately trimmed, packaged, and ready to run on all types of duplicating equipment.

TRIM-PAK keeps clean and handy in its own moisture-proof packages; order just the number you need.

TRIM-PAK is ready to move smoothly and rapidly from your shelf, through your equipment and to your customers with a minimum of waste, a minimum of handling. Precision trimming on our new electronic trimmer means papers feed accurately, register better and stack easier. For better printability and greater readability, put your next job on TRIM-PAK. It's available now from your authorized TRIM-PAK merchant. For the complete TRIM-PAK story, fill out and mail the coupon below.



CHAMPION PAPER SPECIALTIES, INC.

Hamilton, Ohio—Subsidiary of The Champion Paper and Fibre Co.

CHAMPION PAPER SPECIALTIES, INC.
HAMILTON, OHIO

K-72

- ☐ Please send samples of the new TRIM-PAK line of impression papers.
- ☐ Please have your representative call on me with the complete TRIM-PAK story.

Name

Company

Street

City Zone State



EYE OPENER! The quality of "CLIP BOOK" art is actually amazing... and the time and money it can save you! Used and endorsed by top advertisers for ads, printing, publications, direct mail, etc. Letterpress or offset. Get our big "EYE OPENER" sample kit, worth about \$15.00, for only...

795
POSTPAID

Your "EYE OPENER" kit will include generous samples from the "CLIP BOOK OF LINE ART" and "ART DIRECTORS CLIP KIT"... line drawings, halftones, lettering, paper sculpture, Serpentine Lines and Grafiklines. You'll have enough ready-to-use art for dozens of paste-ups. Satisfaction guaranteed. No salesmen will call. Attach a check for \$1.95 to your letterhead and ask for our special "EYE OPENER" kit.

HARRY VOLK JR. ART STUDIO
PLEASANTVILLE 3, NEW JERSEY

CAN YOU OPERATE YOUR BUSINESS RENT FREE?

Responsible non-competitive mailers are looking for customers. They turn to the recognized list broker for new lists which they may rent because your list broker is, in effect, a clearing house for new and established customer lists. Once a list is rented from us, the income revenue for its one-time use is forwarded to you the same day payment is received!

You can help us meet the needs of book and record clubs, gift houses, book and magazine publishers, news and business services, simply by registering your list with us. If you have a list of inquiries, buyers, subscribers, purchase-guaranty slips or premium coupons numbering 20,000 names or more, the rental revenue received from non-competitive mailers may more than pay for your office rent and overhead!

Why not call or write us today about your list and how it was obtained. And, if you're looking for a specific type of customer for your own offer, we can make sound recommendations tailored to your most exacting needs. No obligation, of course.

Cecil Levine
SCREENED MAILING LISTS
THE FISK BUILDING
250 West 57 Street
New York 19, N. Y.
Judson 6-2086

subject was 1,054 for and 216 against. Also getting approval during the same vote: the constitution was revised dealing with the purposes of the organization; dues of individual members were increased slightly; also now there is a fixed ratio of 60/40 of active members to associate members. That is, the suppliers and media representatives will now be limited to 40% of the national and local membership roster. The long argument is ended, and President John Freeman should have relative peace from here on out.



▲ **A BOVINE WAGON-TRAIN** clanged and clattered its way into The Reporter offices the other day, a noisy mailing from Green Giant of LeSueur, Minnesota. Papa Bull on the first card, Mama Cow on the second and Junior on the third. Inside copy describes virtues and values of Kounty Kist products, a Green Giant subsidiary. Family is strung together by cotton cord attached to fully operative 100% copper cow bell. No beef here... it's a bully idea.

□ **THE ADVERTISING COUNCIL**, 1200 Eighteenth St., N.W., Washington 6, D. C., has issued its 17th Annual Report for fiscal year 1958-1959. It's interesting to read how this war-inspired activity has grown. Pretty tough sledding in the early years. This last year the Council mustered a total of \$170 million worth of free advertising for Council prepared public service and government project campaigns. The total budget last year (covered by subscriptions from members and reimbursements for campaign materials) was close to a million... \$906,922.67 to be exact. In the bank as a reserve for contingencies is the tidy sum of \$245,029.29. On a solid foundation!

□ **"BETTER GOVERNMENT Through Better Personnel"** is the title of a 12-page, 8½ x 11-inch booklet issued by National Civil Service League, 315 Fifth Ave., New York 16, N. Y., which began its battle against the political spoils system (See top of next column)

tem nearly a century ago. Nicholas Kelley, New York attorney, is president of the League. Many well-known figures in business are on the board or advisory committee. All citizens... particularly those who gripe about government... should read this enlightening booklet. They will be better informed. Eleven million people now work for the federal, state or local governments with a payroll of \$40 billion a year. They represent one out of every six working people in the country; their salaries take one-third of every tax dollar.

□ **SHAME ON SOMEONE** who thought up the latest scheme to undermine confidence in mailed questionnaires. One of the largest and most reputable national shelter magazines recently mailed a two-page, twelve-section questionnaire... evidently sent out in behalf of a carpet manufacturer-adviser. No request for signature. But a suspicious recipient thinking that answers must lead to a sales followup, searched for a hidden code. None on return envelope. But he placed the tinted questionnaire sheet under an ultraviolet lamp used in examining stamps... and there on the upper right hand corner was an otherwise invisible code number which would identify the respondent. That is dirty pool. It is deception of the worst sort. The guilty persons are being notified that their deception has been uncovered.

□ **BETTER FIND A BETTER WORD:** One correspondent this month thinks copywriters should find a substitute for "better." He says it's tiresome finding that word repeated in so many pieces in the same mail. One day recently, he was solicited for "better telephone methods"; "how to read better"; and "better letters." He wants to know "better than what?"

□ **HUNDRED MILLION CLUB** was gifted with a gavel at their meeting of November 12. Gavel was presented to club by Sam E. Gold, Secretary and Sales and Advertising Manager of

Lignum-Vitae Products, 96-100 Boyd Avenue, Jersey City, N. J. Sam's firm makes and sells a variety of products out of hard woods and conducts most of its business by direct mail.



□ **THAT CHARACTER** in the duster inspecting the eccentricities of the 1912 Kissel should have gotten himself one of those foreign "midgets." Notice the re-

THE ADVANTAGES OF TOGETHERNESS OR
JOUR DE LA UH ALUMNI ASSOCIATION
Modernite! THE 1912 KISSEL PICTURED
CONVEYS SOME OF THE SPIRIT AND ZEST, SOME OF THE UP-
TO-THE-MINUTE FLAIR AND FLAVOR OF YOUR ALUMNI
ASSOCIATION. DON'T LET THE MACHINERY BREAK DOWN!

FRUGALITE: The cost of membership is
significantly lower than the cost of maintaining a
private saloon system, somewhat more than the price
of a piggyback. *Travel in style go first class!*



semblance here between this University of Houston Alumni mailer, and ads for a certain French imported car? Not much we can add . . . it speaks for itself.



□ **EVERY LETTER IS A SALES LETTER** is the title of a new 24-page, 5¼" x 7½" booklet issued by The Lakeside Press, R. R. Donnelley & Sons Co., 350 E. 22nd St., Chicago 16, Ill. Beautifully printed (naturally). It describes the Donnelley system of correspondence training for sales and service personnel. The sales training involves not only personal clinics, but Better Letters Bulletins. The editor lists 13 important rules which he follows in conducting the clinics or writing the bulletin. The booklet contains several examples of recent Better Letters Bulletins. Donnelley executives decided that their sales training program worked so successfully that they should share the technique with their customers and friends. Hence the booklet, which is available on request.



□ **WE HAVE PRAISED** several financial institutions for outstanding printed promotions wrapped around an annual report. Shouldn't forget The First National Bank of Tampa (Franklin, Madison and Tampa Sts., Tampa 1, Fla.). Their report for 1958 is a thing of beauty. 8½ x 11 inches, 16 pages, slick paper. Full-color photographs of bank facilities are brilliant . . . show all recent modern-



There's a touch
of **MAGIC**
in the swift
movements of
the Phillipsburg
Inserter



Optickler!

When you return coupon, it will bring you a living animation device that reveals the amazing stuffing action of the Phillipsburg Inserter. You will also find the brochure fascinating.



A good deal of engineering wizardry has gone into the ingenious planning and construction of this amazing machine. Its contributions to the mail processing field are little short of phenomenal.

This nimble, steel-fingered Phillipsburg Inserter gathers up to 8 enclosures, opens flaps, stuffs, seals, prints postal indicia, counts and stacks—effecting savings of up to 80% of the cost of hand-inserting.

The Phillipsburg also has a genius for banishing multi-man crews, for usually one operator suffices. The time factor is also put to flight, for what formerly took days can be turned out in hours.

If your present mailings exceed 15,000 pieces per month and you think you are saving money going along with present methods—may we say—YOU are entertaining a rather costly illusion.

Drop us the attached coupon and treat yourself to some eye-opening facts.

ENTER PRODUCTS THROUGH IMAGINATION

Bell & Howell Phillipsburg
PHILLIPSBURG, NEW JERSEY
Successor to Harding and Marling Machine Company

Bell & Howell Phillipsburg Co.
14 E. Jackson Blvd., Chicago 4, Illinois

Send along that living animation of the Phillipsburg Inserter.

NAME _____
FIRM _____
STREET _____
CITY _____ ZONE _____ STATE _____

RD-12-9

OVER WORKED

TRYING TO REACH THAT TYCOON?

GIVE AHREND YOUR
TOUGHEST PROMOTION
JOB—And watch the orders
pour in!

Let us create the sales idea,
copy, and art; handle printing,
production, and lists . . . to
produce higher returns per
dollar. (Or use your pet
printer, if you prefer.)

Single job assignments or
retainer basis.

Call Herb Ahrend . . .
PLaza 1-0312.

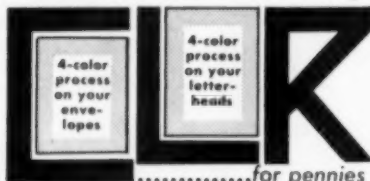
**AHREND
ASSOCIATES**

601 Madison Avenue New York 22

PLaza 1-0312

Planning Art, Copy, and Complete Production
of CATALOGS • POSTERS • DISPLAYS • SALES
LETTERS • BROCHURES • DEALER AIDS
FILMS FOR TV AND BUSINESS • MAILING
LISTS • MAIL ORDER CAMPAIGNS

VISUALIZE natural, selling



.....for pennies
FREE KIT Commission to recognized
on request agencies and photographers

Colortone Press

Color Stationery Specialists

2412 17th Street, Northwest, Washington 9, D. C.

\$77 IN ORDERS FOR EVERY DOLLAR SPENT

The first user of the motto direct mail campaign had no salesmen, rang no doorbells himself, used no other advertising. At the end of the first year he had \$77 in sales for every dollar spent. Over the past dozen years licensees of this trade marked, copyrighted campaign have had equally impressive returns. Test it yourself for six months. If you aren't satisfied we'll refund your money; not cheerfully perhaps, but promptly. A letter from you will bring information.

LET'S HAVE
BETTER MOTTOES ASSOCIATION
2127 East Ninth St.
Cleveland 15, Ohio



Clicks Like a Lock!

Advertising with that
"Instantaneous appeal" which tells
—impels—sells. Be convinced!

"That Yellow Bott" Co.

Leo P. Bott, Jr., 64 E. Jackson, Chicago

izing renovations. Production was in the hands of vice president for advertising and public relations, Warren Terrell . . . assisted here and there by Ray Krakow of Hillsborough Printing & Lithographing Co. (Mississippi & Georgia Ave., Tampa 1, Fla.). Both should be proud of the results.

* * *

Whisper! Harris-Intertype, Cleveland, annual report for year ending June 30, 1959 is beautiful, spectacular, etc., as usual. We sorta get tired of mentioning these annual productions. Their excellence is on the verge of being monotonous. But they ought to be good with all those presses to work with . . . and all the brains furnishing technical know-how.



□ **EXECUTIVES** of British and International Addressing Ltd., Reply-O-Letter licensees in London, England, received a royal welcome in New York on the first leg of their two-week October tour of direct mail facilities in the United States. They inspected operations of Fisher-Stevens, Clark O'Neill (both medical mailers), Ponton and Creative Mailing Service (the list compilers), New Era Letter, O. E. McIntyre, Circulation Associates and Maxwell Sackheim & Co. One of the highlights was a reception given by Reply-O-Letter Company on



October 13. In picture, you see left to right: A. Lyons, general manager, B.I.A.; C. R. Choquette, executive vice-president, Reply-O-Letter; Charles A. Binger, president, Reply-O-Letter; and H. S. Nelson, managing director, B.I.A.



□ **TUT! TUT!** Last place we'd expect to find a competitive slur against direct mail would be in a religious journal. "Our Sunday Visitor," a Catholic weekly going to 34,000 families, published in Huntington, Ind., is the culprit. Advertising department ran a house ad saying direct mail is too expensive for average business. Advertising in "Our Sunday Visitor" can appear for "only a fraction of the cost of direct mail." This is not honest selling, nor is it good logic.



□ **NOW WE KNOW!** A motivation research expert has come up with the strange finding that . . . "many men think that by eating ice cream they betray a certain lack of virility." Ice

cream manufacturers are being urged to fight against this sales barrier. Just about as silly as some of the sex-slanted MR findings on cigars, automobiles, men's hats and what-have-you.



□ **EVERY ONCE IN A WHILE** in The Reporter we have mentioned the fine direct mail work of Krout and Schneider, 350 Sansome St., San Francisco 4, Calif. This company operates one of the largest detective agencies in the United States . . . organized in 1927 with offices throughout the western area. Their direct mail has been tops. We were glad to see a full-page article about Ed Krout and Sam Schneider in a recent issue of The Recorder, San Francisco's only daily legal newspaper. Tells the story of their growth and operation.



□ **SAMPLING HAS BEEN USED** for many years by Schneidereith & Sons, 208 S. Sharp St., Baltimore 1, Md. as the right technique for their own self-advertising. Every so often we can expect to get a mailing from Baltimore with a few words about the Schneidereith organization, but accompanying those words is an exact specimen of a recent job. One of the latest is a 16-page, 4 1/4 x 6 1/2-inch booklet prepared and furnished by Amoco gasoline dealers. It's a joke book for motorists, titled "Don't Stop Me," by Bennett Cerf. It's a good example of printer's self-advertising . . . and also a good sample of humor used for a serious purpose. All the jokes in the booklet are about motoring and as the introduction says, "The pleasures of motoring are increased by a sense of humor."



□ **ANIMALS AGAIN:** We've mentioned before how many people are using animal characters to put across a sales story (similar to the Beaver case in November Reporter). Found another member of the animal salesmen's club: The Little Brown Bear used by Peerless Lithographing Co., 4301 Diversey Ave., Chicago 39, Ill. to answer inquiries, send samples of letterheads and sign followup letters (with a footprint signature). Folks who receive these humorous communications seem to like them.




□ **DMAA** board member, Ferd Nauheim of Washington, D. C., speaking at an office supply dealers workshop in Chicago . . . gave these seven rules for success in direct mail solicitations: 1) Your message must be easily understood. 2) You should tell the prospect what you

can do for him. 3) You must talk about his interests, not about how great your company is. 4) Your mailing must quickly capture your prospect's attention, even if you use a gimmick. 5) Your message must be repeated over and over again. Plan a full campaign and don't quit in the middle. 6) Two or three mailings in rapid succession, at the start of a campaign, will gain interest and action. 7) If you want phone business—stress your phone number. Repeat—repeat—repeat!



□ **IF YOU REALLY WANT** an off-beat media for making contacts, try this gimmick employed by Art Batchelder of South Bend, Indiana. Art's in Mail Advertising, and every check he sends out has a reproduction of an ad reprinted on



**PRESCRIPTION
FOR
MAKING MONEY**

Use my Direct Mail Advertising
regularly --- all year 'round.
Profits grow like crazy!

Arthur J. Batchelder
725 W. Orchard St.
South Bend 25, Ind.

the endorsement side. He uses three different ads—all of which have appeared in the Midwest edition of the Wall Street Journal. Art says it's too early to get definite contracts from his "money-stretching" idea, but already his checks have stirred up enough interest to get him in to see the right man.



□ **INVISIBLE INK** can be used to create attractive business cards. Have a double purpose: (1) Identify the caller; (2) Do a selling job. Sales message appears on back when card is wet . . . otherwise invisible. You can get samples by writing to A. Adams at M. E. Moss & Co., 119 Ann St., Hartford 3, Conn.



□ **THERE IS A NEW REVISED EDITION** of the "Encyclopedia of American Associations." This reference guide covers America's 9,000 national associations, professional societies and other non-profit organizations. Describes purposes of each organization, when organized, membership and so forth. All cross-indexed for easy reference. Price is \$20 from Gale Research Co., 34th Floor Book Tower, Detroit 26, Mich. Recent form letter from M. E. Brown, research editor, offers the book on 30-day approval. ●

Is
your
prospect
worth

99¢?



For only 99¢ a name, you can send a complete direct mail campaign to 1,000 prospects. (Of course, the larger your list, the lower the unit cost.)

The campaign is tailor-made. It consists of six proven, action-getting direct mail pieces, ranging from a novel POSTALGRAM mailing card with a built-in reply card . . . to an eye-catching MAILOFILM that has brought praise from direct mail experts.

The price of 99¢ per name covers all art and production, addressing, enclosing and mailing (only postage is extra).

To receive a free sample kit of the 6-piece direct mail campaign, write or phone Tullio Rossetti, Vice President, or Sparty Nardone, Sales Promotion Manager.

MAILOGRAPH COMPANY, INC.

39 Water Street, New York 4, N. Y.

BOWling Green 9-7777

Creative Direct Mail Since 1920

If you like, any one of these experienced account reps will be glad to discuss the campaign with you personally: Norman Liebman, Alfred Froimson, Graham Silverstein, Walter Meinzer.

D



INCREASE Your Sales!

**Sell To The Dynamic
METALWORKING
INDUSTRY**

Now available! Direct Mail lists covering all types of metalworking plants . . . machine tool users, stamping and fabricating plants, foundries, structural steel fabricators, manufacturers of finished metal products, etc. . . . S.I.C. selection! Choose the type and size plants you want to reach! Select the area you wish to cover! All lists are zoned for speedy postal handling and delivery! Catalog describes complete service.

Active Circulation Procedures Assures Accuracy & Vitality of Lists

Write or Phone for Your FREE Copy

— DIRECT MAIL DIVISION OF —
Industrial Machinery News

16237 Meyers Rd. Detroit 35, Mich.
Phone: UNiversity 3-5811



DMAA

NEWS

S. Arthur Dembner
Chairman of the Board
Robert F. DeLay
President

Direct Mail Advertising Association
3 East 57th Street, New York 22, N. Y.
Murray Hill 8-7388

Enthusiasm Grows for DMAA's San Francisco Convention, May 4-5

Steering committee chairman Jack Shneider, Zellerbach Paper Co., reports that preparations for DMAA's upcoming convention in San Francisco, May 4-5, are "going ahead full blast."

Selections for committee chairmanships include Richard C. Smith, The Letter Shop, for promotion; Clifton Mayne, Sr., Lewis & Mayne, Inc., for program; Robert D. McIntyre, Southern Pacific Co., for arrangements; Paul Giovannoni, National Envelope Corp., for entertainment; Jack Shelton for publicity, and Myron Wacholder, Recorder-Sunset Press, for finance.

There is considerable enthusiasm being generated for this convention and attendance upwards of 500 from 11 western states is anticipated.

Ten Man Team to Work with Robert Dale On 1960 Miami Program

The program committee for DMAA's 1960 convention in Miami, October 9-13, has a big job on its hands. It is challenged with coming up with a program of sustaining interest to thwart the lure of lush, semi-tropical surroundings of the Americana Hotel.

Robert F. Dale, Creative Mailing Service, has enlisted ten top men for his program committee, including Harry Hites, Kiplinger Washington Editors; Maxwell Ross, Old Ameri-

can Insurance Co., Kansas City; Charles R. Pope, Remington Rand; Richard Eckman, Dickie-Raymond, Inc.; Robert Bonebrake, Tension Envelope Co., Kansas City; Charles Whitebook, Bishopric, Green, Fielden, Inc., Miami; G. W. Charlesworth, Deere & Co., Moline, Ill.; Tad Myer, Nekoosa-Edwards Paper Co., Port Edwards, Wisconsin; Myron Hartenfeld, Advertising Age, Chicago; Edward Condon, Bankers Life, Chicago.

Big and Small Firms Become DMAA Members

Every month sees an increase in DMAA membership. But rather than drone new statistics, a look at some organizations that have enrolled recently is more interesting.

Three giants on the roster of new members: Westinghouse Electric Corp., Montgomery Ward and Philco Corp. Others include a variety of interests: a famous resort, The Greenbrier at White Sulphur Springs, Va.; a bakery, Benson's Inc. in Athens,

Ga.; a dry cleaning outfit, Don Schelen Ltd., in Halifax, Canada, and Cal-Oregon Ranch Co. of Los Angeles, which sells ranches and farms by mail.

Seven ad agencies on the list range from Hazard Advertising Co. on Madison Avenue to Foulke Agency, Inc. in Minneapolis.

1960 DMAA Events

- Eighth Annual Circulation Workshop, Feb. 18, Hotel Plaza, N. Y.
- Sixth Annual Fund Raising, March 15, Hotel Plaza, N. Y.
- Third Annual Industrial Workshop, Pittsburgh, Pa.
- West Coast Convention, May 4-5, San Francisco.
- Direct Mail Institute at University of Illinois, June 5-9, 1960, full week.
- 1960 43rd Annual DMAA Convention, Americana Hotel, Bal Harbour, Florida.

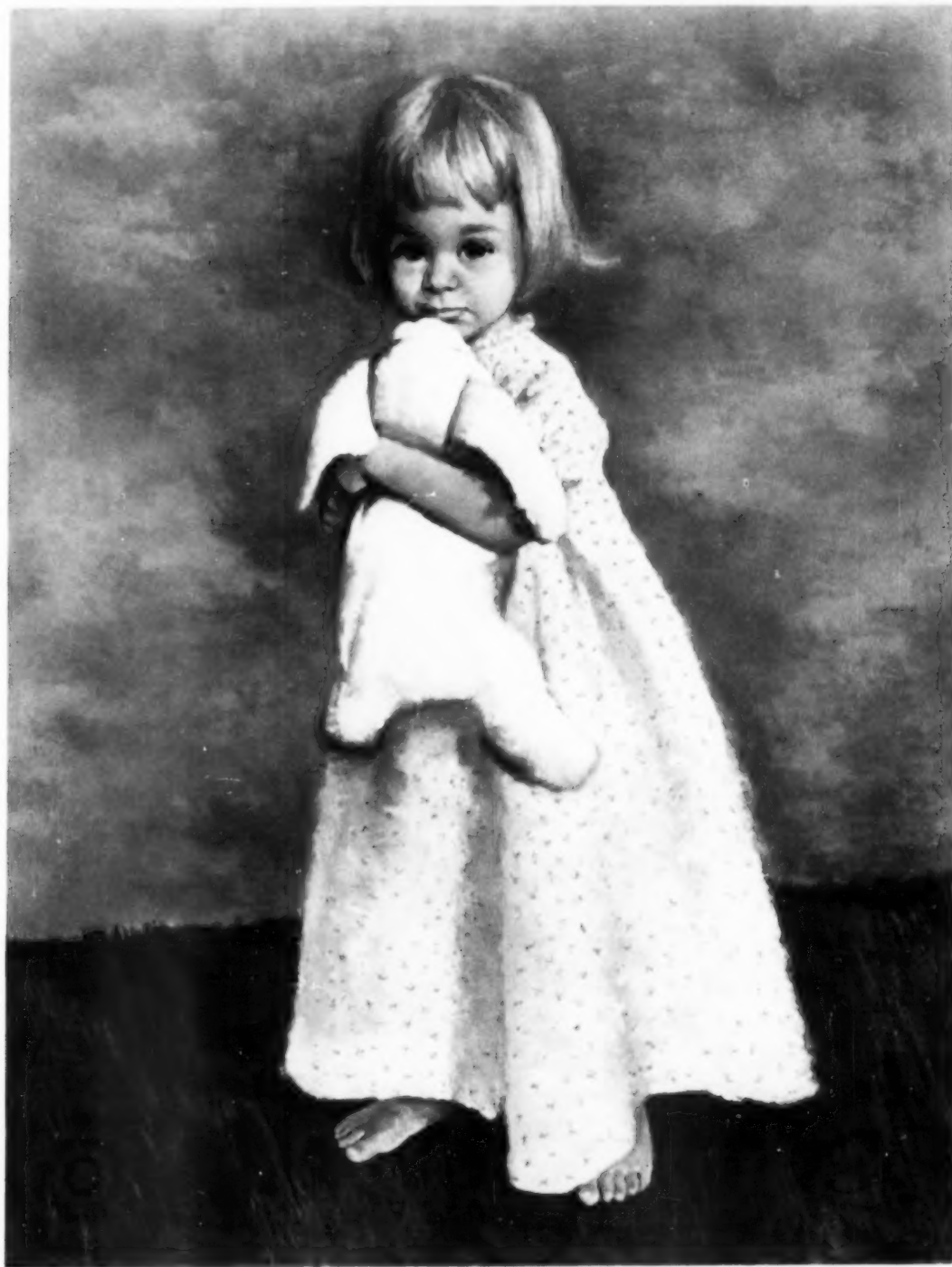


JACK SHNEIDER



Joint Meeting of Ad and Direct Mail Clubs of Greater Miami

A turn-out of 140 for a joint meeting of Miami's Advertising and Direct Mail Clubs at the McAllister Hotel last month heard talks by four DMAA board members: S. Arthur Dembner, chairman, Ferd Nauheim, Gifford Booth, Jr. and Howard Turner. Those manning forks at the head table are, from the left, Dembner, Lou Entler, Nauheim, Charles Whitebrook, Hal Herman (behind microphone), Robert F. DeLay, DMAA president, Booth, Jack Durant, Turner and Henry Hoke, Sr.



"Susan" by John McClelland

*To you—and especially to the children you hold
dear—a Merry Christmas from the makers of Howard Bond, and . . .*



"Timmy" by John McClelland

from Maxwell Offset . . . a wonderful New Decade!

HOWARD PAPER MILLS, Inc. • Dayton, Ohio

WALK INTO any secretary's office in Los Angeles . . . take a peek over, on or around the lady's desk and you're sure to find a sign signalling the lady's mood of the day. Like a barometer to a sailor at sea, this little sign preps the salesman for the tack of his sales talk. The message he reads tells the tale at a glance . . . he knows the disposition with which he has to spar is stormy as a tempest or light and bright as 21 carat sunshine; as gay as a lark on the wing or disposed to end it all this day.

And the girls who use this signalling system needn't sacrifice a single tiny bit of their virtue, modesty, or feminine demeanor by voicing angry verbs or descriptive adjectives. . . . Through it all she stays a lady, merely by pointing a pencil at her Moody card of the day. In Los Angeles she has a right to do this because she is a girl and she belongs to a club to prove it . . . the "Because I Am A Girl" Club.

This mood-of-the-day signalling system is a Direct Mail plan that has paid off in flower sales for Darling's Flower Shop in Los Angeles. Eleven months, sixteen days and nine hours ago the staff of Smith & Hemmings and Mr. John McCormick, owner of Darling's, sat down for a sales planning session. We needed a new approach to push flower sales up to a new plateau. Business was good, serving the wakes and weddings and other normal events calling for flowers . . . but how to make it better and fill the valleys in the sales profile?

We noodled every idea and covered every sales base. We even likened flowers to fresh vegetables . . . neither improve with age . . . vegetables begin to smell, flowers lose their fragrance. We could offer day-old flowers at a reduced price, but who would want to buy a puckered-up posie at any price?

REPORTER'S NOTE: →

That universal outcry that men don't understand women gets a going over in this entertaining story by Bob Hemmings. And if you don't feel a slight pang of familiarity when you read about "les femmes" . . . you're either inhuman or single. Bob Hemmings is very human and not very single . . . wife Peggy and daughters Ann and Jill. He's a grad of USC, served in Marines for five years, and started after War as copywriter for Eric Smith and Guy Burroughs. Right now he's VP at Burroughs Direct Mail Advertising and a partner in Smith & Hemmings. He's a Past President of the Los Angeles Advertising Club, and a member of MASA and DMAA.

How a
unique club
for secretaries
makes a



FLORIST'S SALES BLOOM

by **Bob Hemmings**
Partner, Smith & Hemmings,
Advertising Direct By Mail

No—the answer had to be in increasing the purchasing incident of flowers . . . to get more business from our present customers and additional business from competitors' customers. Then we looked at our market . . . business men . . . and found that these men ordered flowers when they thought of them, but the purchase was always made by the secretary (99 44/100 of whom are girls) and not often the idea of buying flowers was initiated by the secretary.

Girls, then, was our market . . . secretaries, the lever for tipping the sales scales. But how to appeal to women whose emotions are like the weather, constantly changing?

"With a club," suggested Bill Gray, the creative director for Smith & Hemmings.

Thinking this a joke, we laughed at Bill's suggestion. Then added, "sure—hit 'em over the head, cave man style! It may not get the order, but it sure will get their attention."

"Back up, boys," Bill cautioned—"Think of the club as a fraternity or sorority. Make all the women mem-

bers of a club. After all" he added, "All women have one thing in common, one universal bond. Their life consists mainly of dealing with the superior attitude of men, who cause them no end of grievances."

"So let's form a 'Because I Am A Girl' Club. Make every secretary a member of the club and issue a membership card that says because she is a girl, she is entitled by birth to entertain vague, irrational views about politics, weather, wood carving, fish scaling, falconry, male hobbies, flowers for the Boss, MEN, and any other subject about which she may wish to express an opinion. BECAUSE SHE IS A GIRL, she may operate a motor vehicle without knowledge of internal combustion engines and hand signals are optional. She is entitled to tender love and affection and she should never be shouted at. She may expect to receive flowers and whispered sweet nothings. She may cry if she chooses . . . BECAUSE SHE IS A GIRL."

"OK, Bill," we said, "then what do we do for laughs as a follow-up? Have meetings in the town square?"

Being a bachelor and having a reputation as a gallant "knight in shining armor" manner with the ladies, we listened to Bill's words of wisdom about the female of the species. Calling on the philosophies of "gentlemen" of history, he outlined his plan.

"According to Voltaire . . . all of the reasonings of men are not worth one sentiment of women" . . . and buying flowers is a sentimental purchase. Irving Cobb opined "a capacity for self-pity is one of the last things that any woman surrenders."

Then Bill added a prime piece of his own psychology . . . "The worst thing you can do to a woman is de-





Darling's Shop

BECAUSE I AM A GIRL CLUB

"Spiders & snails & puppy dog tails
is what BOYS are made of -
Sugar & spice & everything nice
That's what GIRLS are made of!"

This familiar jingle was first discovered on the wall of a stone age cave. Ever since that classic realization, girl-children have sought increased recognition, with measurable success.

Delilah became the first lady barber when she clipped the locks from that somewhat shabby (and surprised) Amazon fellow. Pocahontas displayed an incredible knack for international diplomacy when she remained calm and persuasive during a situation that nearly saw brave Capt. John Smith "lose his head" completely.

And so, Girls have successfully huddled through history with the intensity of a mammoth snowball - that has come to rest at the bottom of the historical hill - and taken shape in the Darling's Shop "Because I Am A Girl" Club. An honest-to-goodness-real-live Club dedicated to the rights and recognition of those wonderful people called girls. This is YOUR Club. YOU are a cherished member ... and we want you to enjoy yourself without obligation.

Today you have received the first of your exclusive "MOODY CARDS." Save them for you will soon have a complete set - an appropriate card for every situation. It will no longer be necessary for you to explain just how you FEEL each day. Simply display the proper MOODY CARD.

Be proud of your Club - sail forth and beat your drum - display your card. Talk about your Club and think about it, for soon we will be asking your opinion and suggestions.

Adèle Barthe

P.S. Remember, there is no obligation. However, if your girlish intuition chooses Darling's Shop when you purchase flowers, we will do our very best to make your choice a happy one BECAUSE YOU ARE A GIRL.

"Beautiful Flowers"
Darling's Shop

650 So. Olive Street, Los Angeles 14 MAISON 7-4455

Letter 1 introduced mademoiselle to the Because I Am A Girl Club, and gave her the first of the Moody Cards. When comparative silence greeted the mailing, instigators mailed out letter 2 with Moody Cards 4, 5, and 6 ... hoping for an outcry from wounded damsels who felt they'd been cheated out of cards 2 and 3. Happily the girls responded, and letter 3 included Moody Cards 2 & 3.



Darling's Shop

BECAUSE I AM A GIRL CLUB

Up in the morning ... out of the bed
After the alarm has TORN OFF your head.

Fire up the coffee ... splash at your face
You're late again so quicken the pace.

Pull at the pins ... brush at your hair
The spray didn't take, you're a "Fright Wig" there.

Sound familiar? Of course, it's the perfect beginning of one of those "My Was I Bored" type of days. However, at long last your "Because I Am A Girl" Club has come to the rescue...with MISS MOODY CARDS. You have received your gay, frivolous "Happy Happy" card. You probably will not find frequent occasion to use this card in a worrisome work-a-day world for research has proven that where has a "Happy" card remained in view for a full eight hours. So ... here are some cards with ugh.

Moody Card #1 should be reserved for that time when you feel as if you would graduate last in a class for Admired Rascals. Your approach to the pencil sharpener should be painfully graceful and accompanied by a brave smile. (In full view of your co-workers) DO NOT SNEER ... give someone, preferably your boss, time to stop you and forgive your sins. If no rescue occurs maintain your smile to the end as it will insure Mary-Kate.

Moody Card #2 is appropriate when you find you have spent the entire morning in the word file, secret nervously preparing indices for a product or service that was discontinued in early 1968.

Moody Card #3 is a tear-warmer designed specifically for your Boss. It should be supported by sobs and a twitch or two. (A small stain in the file drawer is handy for extreme cases).

FEARING OF BOSS? ... Mr. McCormick just glanced over my shoulder to see if I had asked you if your Company was having an anniversary, Open House or any occasion where beautiful flowers might be a nice added touch. Perhaps your Boss has received a promotion or his wife's birthday is approaching. (A gentle hint to your husband or best friend might bring welcome results, too.) Whatever the reason, please remember Darling's Shop where you are treated SPECIAL nice ... "Because You Are A Girl".

Come in and say "Hello" the next time you are near Darling's Shop. We are anxious to meet you and I am sure you will enjoy seeing our new and lovely floral displays. And if you have any friends that would like to join the "Because I Am A Girl" Club, please send us their names and addresses. We would love to have them join in the fun.

Adèle Barthe

Extravaganza. It also accurately defined that "How come I feel so strange this morning when I felt like the life of the party last night" feeling.

Mr. McCormick (My BOSS) has been a dear all through the smoke of inquiries. In fact he was quite pleased at the great response to this accident. He wonders if you would be so kind as to tell us what you think of the Club thus far and offer any suggestions you might have.

SO WE ARE GOING TO ASK A FAVOR...won't you please fill out the enclosed questionnaire and return it to us in the postage paid envelope. Your answers and suggestions will be of great assistance in the future planning of YOUR CLUB.

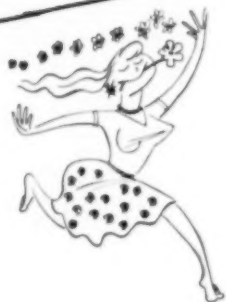
We have asked for the day of your birth (NOT the year, because "You Are A Girl") so that we may arrange a remembrance. We have also asked you to submit a name for our little friend who appears on each "Moody Card". She is obviously a monument to mixed emotions and since she represents all of us at one time or another, it is only fitting that she not be committed to RAMBLING sardony. A BEAUTIFUL MOUNTAIN from DARLING'S SHOP shall be awarded to the winner and the first two runner-ups.

We are looking forward to your helpful reply and please remember when you call for flowers to mention that "Because You Are A Girl", you are entitled to that EXTRA SPECIAL SERVICE that we will gladly supply. Please try and find the time to stop by DARLING'S SHOP soon for we are anxious to meet you personally. We will be happy at any time to assist you in the choice of appropriate flowers or help you solve flower arrangement problems you may have. Please let us see you soon.

Sincerely,
Adèle Barthe

"Beautiful Flowers"
Darling's Shop

650 So. Olive Street, Los Angeles 14 MAISON 7-4455



Darling's Shop

BECAUSE I AM A GIRL CLUB

WIKIDOOO...What a "BOO BOO"! Wase up the #3 Moody Card "I have committed a serious error" for Adèle. All I said was "Let's skip a couple of Moody Cards in the sequence so the members will know there are more cards to come". THE RESULT: We have been DELUGED with MAIL that has asked:

1. Have I missed a mailing?
2. Can we count?
3. Do Moody Cards #2 and #3 REALLY EXIST?

They DO exist...and HERE THEY ARE! Moody Card #2 shall undoubtedly be enshrined in the "Time Capsule". It signifies the Raw Courage necessary to emotional survival in a tip-toppy world of stocking runners, burnt toast, timeclocks, clipped nail polish, and the rising cost of bus fare. Many of you may want to frame this card for permanent display.

Moody Card #3 is extremely useful in those marriages when traffic has made you feel as if you had just driven through the center ring of a Barnum & Bailey

prive her of a grievance. So let's not do it. Let's give the gals little humorous illustrated cards depicting their every mood—plus a few they're not even aware of."

This, then, was the plan . . . to form a "Because I Am A Girl" Club, issue a Membership Card and in place of a monthly meeting, we would have a regular mailing consisting of a letter and several desk-size signs dramatizing typical feminine moods . . . thus was born the "Moody" Cards.

Initially our list was composed of the elite of secretaries in Los Angeles. 1000 secretaries received the first mailing with the Membership Card in the "Because I Am A Girl" Club.

We honestly expected a small flurry of excitement over the idea, but our high hopes were doused in the shadow of silence. Not dismayed, the first Moody cards were mailed two weeks later. Results: audible indications of delight—but still no earthquake of action.

Somewhat apprehensive about the reception, we decided to resort to a bit of honest trickery. The next mailing, we purposely omitted Moody cards number two and three and sent cards number four, five, and six. In addition to this, we inserted into the letter an inconspicuous offer to put the names of friends on the list to receive Moody cards.

Then came the flash of lightning and the clap of thunder from readers. "Where," they asked, "are cards number two and three?" And in response to the suggestion that they submit names of friends to receive the Moody cards . . . 1500 new names were submitted. These names included housewives, school teachers, dieticians, technicians, and a lady wrestler. (Even a few men wanted "in"—for what dark purpose, we don't know!)

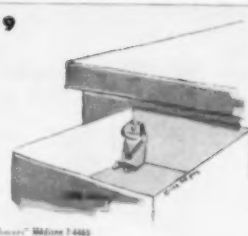
Bolstered with this reception, our courage was triggered to stir up some more action. The next mailing we asked the expanded Girls Club—2500 membership—to name the little character on the Moody cards, offering a nosegay of violets to the winning name. The ringing telephone bounced off the hook and the mail poured in, suggesting 1087 names. "Little Darling" was the name that won the blue ribbon and the nosegay.

One of the 2500 members of the "Because I Am A Girl" Club recently used her membership card to sneak out of a sticky situation with a traffic cop. Pulled over to the curb for a violation, she was asked to show her

MOODY CARD NO. 9

Because I Am A Girl Club

I would just
like to be
left alone!



Designed by
DARLING'S FLOWER SHOP INC. "Beautiful Flowers" Mailing 7-4445

MOODY CARD NO. 10

Because I Am A Girl Club

I'm
PLEASED
with myself!



Designed by
DARLING'S FLOWER SHOP INC. "Beautiful Flowers" Mailing 7-4445

MOODY CARD NO. 13

Because I Am A Girl Club

Now . . . what
seems to
be your
trouble?



Designed by
DARLING'S FLOWER SHOP INC. "Beautiful Flowers" Mailing 7-4445

MOODY CARD NO. 14

Because I Am A Girl Club

sorry . . .
lost my
head!



Designed by
DARLING'S FLOWER SHOP INC. "Beautiful Flowers" Mailing 7-4445

Moody Cards like these were sent to members and prospects . . . were a big factor in success of the Club

driver's license. You guessed it—the lady presented her "Because I Am A Girl" membership card rather than the driver's license. The officer noted the statement authorizing her to operate a motor vehicle without knowledge of internal combustion engines. He took off his cap, wiped his brow and with a glint in his eye, chuckled "Well, lady, it says here you're entitled to be treated with love and affection . . . so that's what you'll be gettin' in place of the ticket I should be givin' you. Now be off with you, but mind your drivin' manners."

Is this campaign selling flowers for Darling's? Let me answer the question this way. Mr. McCormick is an astute business man. He has a going, growing business. He spends money only when he gets business in return.

We are now mailing Moody Card number 13. Never a day passes but that the telephone rings or letters are received, announcing a member of the "Because I Am A Girl" Club . . . most of the time flowers are ordered. The newest twist is ordering flowers for the secretary, paid for by the Boss—just because we sent a "hint hint" card for the secretary to display in front of the Boss, suggesting she too would enjoy flowers now and then.

This is a lighthearted campaign that has worked. Mr. McCormick of Darling's Flower Shop is driving a Cadillac . . . of course, he always did, even before the Girls' Club idea . . . but now he drives with a little more authority and confidence. ●



OCCUPANT MAIL TAKES A LOOK AT itself

A report of a survey among retail advertisers

by **PETER S. FISCHER**, Field Editor

EVALUATION of readership of direct mail pieces is nothing new. But it is something that is attempted all too infrequently. Surveys among the mailers are even rarer, and when we run across a good one, we think you ought to see it.

Two of these rare dealer-surveys have been reported in this magazine. . . . *Donnelley Surveys Dealer Help Direct Mail* (October, 1956) written by the late Andy Andersen; and *Surveys Show the Importance of Dealer Identification and Product Awareness* (April 1958) by Giles B. McCollum, Vice President of Donnelley's.

The survey under discussion in this issue was initiated by Occupant Mailing Lists of America and conducted by Arthur Cullman Associates (both Columbus, Ohio) to discover the attitudes toward occupant mail among advertisers. A total of 17 OMLA customers were interviewed to explore reasons for use, and to determine prejudice which future surveys might seek to explain.

The statistics presented here do not pretend to be a cross section of all businesses. Only 17 known users of occupant mail were contacted. But the results are interesting and sometimes surprising.

There are two prime reasons for using occupant mail, the survey reports. 1) Many firms have no choice. They are small retail stores who draw trade from the neighborhood around them. Unless they are interested in expansion, any wider form of advertising might only result in costly wasted readership. 2) To meet a specific objective i.e., to promote a certain item, get names for a list, or merely to promote general traffic. (This is especially true of a new store.)

Here are a few of the reasons the 17 firms give for using occupant mail:

REPORTER'S NOTE:

We think you'll find this report on a survey interesting . . . and if you're a retailer, you'll probably want to clip it out for future reference. Many of The Reporter's readers are newcomers to direct mail, some may be old hands who aren't fully aware of some facets of this complex medium. Just to clear things up, occupant mail is a form of mail advertising that is mailed to an address, not to an individual by name. Lists, compiled by such firms as OMLA, Reuben H. Donnelley Advertising Distributors of America, denote the street address, and not the person living there. Hence, this mail is delivered to "Occupant, 35 Cedar Street, Anywhere, USA." Usually, occupant mail is used by a retail store to promote business in his immediate neighborhood.

While these 17 users had definite reasons for using o.m., they had some reservations about the public's receptivity. Their opinions, based mostly on hunch, indicate the real need for more consumer studies. For example:

An independent supermarket uses occupant mail for weekend promotions "every two or three weeks." When asked why he didn't use it every week-end, he replied "People don't like it when it's used too often. You must have a really good promotion when you use it."

The owner of a drug store chain said, "I feel that occupant mailing is a good medium to build up a list of clientele in an area, but since my sales volume has reached a certain point I have decided to drop it. I believe it is good for introducing a new store in an area, but now that I have my three locations well established, I don't think it would do me any good."

A jeweler who uses occupant mail said "My trading area consists of one fourth of the city at a maximum and occupant mail keeps my costs in line with this trading

REASONS FOR USING FOR OCCUPANT MAIL

OBJECTIVE	Single Unit Stores	Multi-Unit Stores	Dealer Mailings	Insurance Company
Store traffic	5	5		
Don't use	1			
Introduce new store		2		
Test on area		1		
Develop leads for agents				1
Dealer request			1	
Mail catalog			1	
TOTAL	6	8	2	1

area. It is the only medium I can depend upon and the best method available."

Nine of the 17 firms have increased their use of o.m. while 3 have decreased during 1959. Five made no change. Of the nine firms who increased usage, four did so because their trading area had increased, while four others had found their mailings to be effective. The ninth firm increased due to a larger number of promotions. Two of the firms that had decreased occupant mailings used o.m. for new stores only. Only one of the 17 found the medium ineffective.

An insurance company contacted mailed about 3½ million pieces in 1958 and expects to mail 8 million in 1959. New business for 1958 was 42% greater than in 1957 and they expect another 50% increase in 1959. Much of this growth was attributed to occupant mail.

The 17 occupant mail users were asked to state their objections to this medium. Here is a breakdown of their replies. Again . . . this was opinion not backed up by their own research:

Used too much, people resent it.	5
Difficult to get quality mailing piece.	4
Too expensive in relation to newspaper.	2
Too expensive in relation to hand distribution.	1
No objections at all.	2
Ineffective in results.	1
Difficult to keep up with growing sections of town.	1
Small town postmasters complain.	1

Although nearly all the firms reported they are satisfied with the results they are getting from occupant mail, some firms feel that the volume is so great that people aren't getting it, i.e. the message. Other firms feel that people resent getting anything in the mail on which their name does not appear. There is a feeling that this resentment may reflect on the advertiser's reputation. Those who expressed this objection seem to feel that the disadvantages may be more than offset by greater readership for occupant mail advertising than for newspaper advertising and the advantages of directed advertising.

(Note: Supporting this contention that the firms are getting results are these points from our April 1958 issue. A washing machine manufacturer mailed out three tabloid sheets for his dealers. Prior to the mailing only 15% of residents contacted knew who the dealer was. One week after the third mailing, the same people were contacted and 46% now knew who he was. Two weeks after this, another group was contacted. Of those who replied, 66% remembered the ads, 48% could name the brand, and 42% could name the dealer.)

A month after the third tabloid sheet was mailed out, a survey was made among the dealers who had participated in the mailing.

In a future survey of dealers, 53% stated they would use at least 3 tabloid sheets in their next mailing. 12% of the dealers rated the effectiveness of the campaign as "very good;" 35% said was "fair;" while the rest said either "poor" or "don't know." BUT when asked if any sales could be credited to the mailings 87% of the dealers said "YES!"

Of the 17 firms in the OMLA survey, 14 also utilized metropolitan newspaper advertising. Seven of the firms considered this to be their most important medium, while 6 ranked occupant mail as first. However, only two firms ranked metropolitan newspaper ads second, while six more ranked occupant mail as their second choice.

Here is a table showing the percentage of advertising budget allocated to metropolitan newspapers and occupant mail compared with how each advertiser ranked the importance of each medium to his business. (See top of next column.)

Percent of advertising budget in newspapers and direct mail compared with rank of importance of each medium

Firm	% to met. newspapers	rank of met. newspapers	% to occ. mail	rank of occ. mail
Ind. Supermarket	0	0	95	1
Ind. Supermarket	0	0	95	1
Variety Store	60	1	30	2
Chain Hardware	20	2	75	1
Ind. Furniture	90	1	10	2
Ind. Hardware	15	3	50	2
Savings & Loan	30	3	30	1
Chain Drugs	100	1	0	2
Ind. Jewelry	0	0	75	1
Ind. Grocer	70	1	3	4
Chain Hardware	35	4	65	2
Chain Furniture	65	1	8	4
Chain Food Store	65	1	8	2
Paint Mfr.	70	2	6	1
Plumbing Mfr.	0	4	90	1
Life Ins. Co.	0	3	90	1
Petroleum Firm	N.A.	2	N.A.	4

The survey disclosed that users do very little to evaluate the results of their mailings. Five mentioned they gauged results by overall sales, while four more counted the unit sales of specific advertised items. Three made no attempt whatsoever to evaluate the effectiveness of their advertising.

(Note: Our October 1956 article discussed a survey much like the washing machine survey previously mentioned. It made the point that dealers generally underestimate the effectiveness of manufacturers dealer-name-imprinted occupant mail. Two reasons were given. We quote them.

1. They (the dealers) are unaware of how many inquiries and eventual sales result from these mailings because prospective buyers seldom mention receiving mailing pieces. Moreover, there may be several salespeople at the dealer's place of business and he may be unaware of what his employees know of the response to mailings.

2. The dealer tends to judge the effectiveness of these promotions on the basis of immediate results. Obviously the tabloids reached a number of people who were not in the market for any washing machine, but the dealer has no way of measuring how many of these are favorably influenced and will eventually become prospects. Because of these two factors, it is safe to say that a survey such as this one gives a minimum estimate of the campaign's results.)

One variety store questioned during the OMLA survey does make an attempt at evaluation. They keep a book in which every advertisement, both newspaper and occupant mail, is posted. The cost of the ad, the unit and dollar sales of advertised items are marked opposite the advertisement. The basis upon which different ads are compared is the cost per customer attributed to the ad. If an ad costs \$132 and 66 units of the advertised item are sold, the cost per customer is \$2. This may be compared for both newspaper and occupant mail ads.

17 stores don't represent a nation of small businesses, but still it is interesting to see the pros and cons of occupant mail . . . even among its users. Like many other phases of the direct mail industry, our knowledge of occupant mail and its effectiveness is still shadowy. Some of this shaded area has been illuminated by this survey, and while not conclusive in itself, it points the way to a better understanding and fuller knowledge of this medium. ●

How I Solved a Help Wanted Problem

by William J. McKenna
Vice President,
Old Equity Life Insurance Company



REPORTER'S NOTE:

Bill McKenna's no stranger to the medium of direct mail, but before this experience, had never used it to hire help. Think you'll enjoy this story of how a simple mailing solved a personnel problem. Author Bill McKenna has been with Old Equity Life Insurance for the past 9 years, became a Vice President last February. He's a charter member of the Mail Advertising Club of Chicago . . . has served as a dm consultant to various advertising agencies, and during the war, was a radio gunner in the Mediterranean. Right now Bill's writing a book on latest uses, trends and techniques of dm. It ought to be a good one. Will let you know when it's published.

HI, NEIGHBOR!

That's the breezy, informal salutation we at Old Equity Life Insurance Company used on a letter addressed to nearly 2,000 families within easy walking distance of our Executive Offices in Evanston, Ill.

Here's how the story began—with direct mail. Old Equity Life Insurance Company is growing rapidly (e.g., our new business for the first eight months of 1959 is 35.42 per cent above the same period in 1958), thanks in great part to a liberal use of direct mail (more than six million pieces in 1959) to furnish our agents in 15 states with "live" leads for our health and accident, life, and other insurance programs.

Naturally, this fabulous growth has created the age-old problem of adding new employees to handle the increase in business. Girls are needed to fill jobs as stenographers, typists, file and IBM clerks. The personnel department had tried classified ads in the nearby suburban newspapers and all the Chi-

cago dailies . . . but without success.

Then in a staff meeting we discussed the possibility of hiring women who lived in the neighborhood.

I wrote a letter, to be signed by my secretary, Dorothy Hoagland (see copy), which would be individually addressed to some 2,000 families in a 20-square block area surrounding Old Equity's Executive Offices. The area was selected because Dorothy herself lives just one block from our offices in Evanston, a northern suburb of Chicago.

The combination of the friendly style and the personalized direct mail brought results. Twenty to 25 women telephoned, many of them asking to talk with Dorothy personally. Ten people came in for interviews. One girl has already been hired as a secretary.

Even the men responded to the letter. A retired wall paper salesman was attracted to Old Equity by the letter and came in for an interview. He now has our agent's sales kit.

Other features of the mailing include the good will that has been promoted for Old Equity and the word-

of-mouth advertising that has resulted. Our employees report that many people have congratulated them on the letter and working for a company which is obviously modern, progressive, and believes in good human relations. Even the janitor's wife in Dorothy Hoagland's apartment building inquired about the letter, and said she would be interested in a part-time job.

The mailing was effective, but how much did it cost? Two thousand letters were printed photo-offset at a cost of \$21.00. A mailing house individually addressed 1,377 envelopes at a cost of \$19.71. The first-class postage cost \$75.08. Grand total: \$115.79. That price compares favorably with the cost of classified ads in the suburban papers and metropolitan dailies.

Good will and word-of-mouth advertising—which you won't normally get from a classified ad—have to be added to the returns of the direct mail piece. Even with 38 envelopes returned (because of address changes), the letter actually reached 1,839 persons. ●



OLD EQUITY LIFE

Insurance Company

executive offices, old equity building, evanston, illinois

September 2, 1959

Hi, Neighbor!

I really should say, "Hi," twice . . . for I've been living on Hinman Avenue for almost 17 years . . . and also, I work practically 'round the corner (at 811 Chicago Avenue).

My boss (he's a V.P.), said to me yesterday, "Dorothy, we're growing at such a fantastic rate that one of these days . . . we're going to be mighty short on office help." "In fact," he continued, "right now, Old Equity has immediate openings for stenographers, typists, dictaphone operators, accounting and file clerks." "Maybe," he went on, "you'd better put an ad in the papers."

The pencil in my hand didn't make a mark on my notebook. I just stared right through him. Suddenly, a resounding, "Dorothy, did you hear what I just said?" brought me back to my senses.

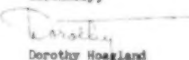
And then it hit me! Suddenly I was talking a blue streak. "Why not ask our neighbors if they'd like to work for Old Equity. After all, I know 10 girls here now who live within 5 blocks of the office," I rushed on. "Maybe they're just looking for a chance to work near home, or even perhaps trying to find employment (after years away from the business world).

The Boss looked thoughtfully at me. "O.K., Dorothy, it sounds like a good idea. Now . . . YOU write these folks a letter and tell them to come in and see Mrs. Daggy, our Personnel Manager, anytime from 9:30 A.M. to 5:00 P.M. (Monday through Friday). Also, tell them that age is no restriction . . . and if they're a little rusty in office procedure . . . we'll be glad to give them training."

So Neighbor . . . that's why I'm writing you this letter. There's not much to add other than to tell you that you'll enjoy our modern air conditioned offices . . . Company lunch room . . . and many extra benefits.

But come in and see for yourself. That's what I did 4 years ago . . . and I'm not one bit sorry!

Cordially,


Dorothy Hoagland

YOU have read hundreds of articles on "How to Keep Up a Mailing List." So the problem of keeping lists current should be solved for everyone. The big problem that has not been solved is: HOW TO MAKE LIST-KEEPERS CHANGE YOUR ADDRESS WHEN YOU MOVE.

Watts, Payne—Advertising, Inc., has moved three times in its almost 30 years of operation in Tulsa, Oklahoma. The agency has gained much experience in changing offices, and has the physical moving operation down to a fine point. However, getting senders of mail to change the company's address is as difficult as picking up a new million dollar account.

Here's the story.

We (everyone at Watts, Payne, naturally) are now in our fourth home. I can truthfully say that we never get mail addressed to our first home. But we do get some mail addressed to our second home, and gobs of mail directed to our third office which was vacated three months ago.

It would be frightening to make an accounting of the money we have spent on postage and printing just trying to get everyone acquainted with our new address. Nearly every trick in the book has been used, but we continue to get mail addressed to 9th and Main, when the correct address is 311 W. 7th Street, Denver Building.

For almost a month before our move every visitor to the office was given a little "Watts, Payne is Moving" card. M-Day minus 20 we started attaching a "moving" sticker to every letter, statement, check, and purchase order. We also carefully filled out scores of Post Office Department cards, and mailed them to publishers. We took great pains to attach to these cards old address stickers and to PRINT the correct name address in the space indicated.

Two weeks before we moved, we ran advertisements telling of the move in the daily newspapers, Chamber of Commerce Magazine and the Tulsa Advertising Federation Bulletin. A follow-up ad was run the week the actual move took place. News releases were also sent to all interested publications.

Several days before we moved the brief-case announcement was mailed to our entire list of clients, media friends, clubs, associations, etc. This should have been enough, but we knew better. When the big day came, everything got moved . . . except our mail!

We were determined not to let this thing get us down. Problems in the advertising business are routine. Our

plans, which were laid several months before the move, were continued, regardless of cost.

Every piece of mail was carefully screened. Each envelope that contained the old address was quickly mailed back to the sender with the new location clearly shown. With the envelope we sent a sassy letter in one last attempt to get the address changed. Someone walked by the old office every day to see if any mail had been left there by mistake. So, you see, no stone was left unturned.

As sometimes happens, we had placed a big order for letterheads, statements and envelopes, just before we signed the new lease. This did not disturb us at all. Here was another opportunity to merchandise our move and add another push to getting our new address known. By using the clever (well, we thought so) cartoon drawing overprinting the old address, we came up with an eye-catching change of address idea. One person didn't like our "NEW" letterheads. It wasn't dignified, he told us. We haven't even used our NEW letterheads, yet, man. Wait until he sees them! They're ritzy as all getout.

As successful as this little program has been, we need some more suggestions. About 10% of those who send us literature on a regular basis apparently don't read our mail. Should we read theirs? How can we let them know we have moved? Should we pay for postage-due mail which is incorrectly addressed? How about sending collect telegrams to those who won't change their mailing list? This idea wouldn't apply to clients, of course! What do we do about the person who wrote us a letter telling how clever the briefcase mailing was, then addressed the envelope to the OLD address?

The only good solution we have is this. Don't ever move! •



Cards like this were given to all visitors. Stickers were used on letters, statements, checks and purchase orders.

**DON'T
EVER
MOVE!**

or
**How to Attempt
to Make People
Change Your
Address**

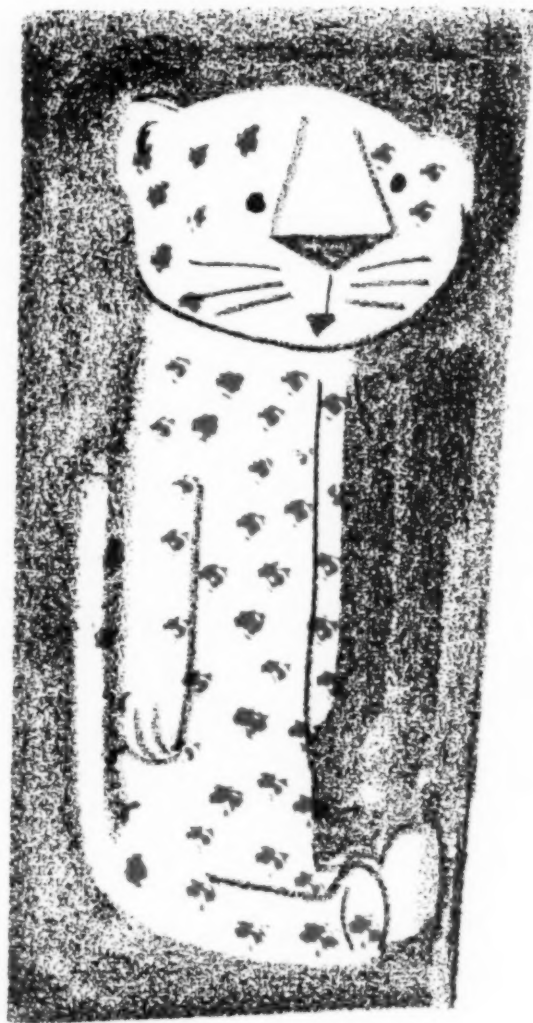
by **Leslie S. Hauger**
Senior Vice President
Watts, Payne
Advertising, Inc.



Reporter's Note: Les Hauger won't be satisfied with anything short of a 100% return with his Project M. Maybe you can help. At any rate, you'll enjoy this report of an all-out campaign to register a new address. Les started out in retailing. Found that work too hard so switched to advertising (imagine!) Has been with present agency going on 18 years. He's past president of Tulsa Ad Club, and now is 2nd Lt. Governor - 10th District Advertising Federation of America. If you can help Les, drop him a line in Tulsa at 9th and Main . . . oops! New address is . . . 311 West 7th Street, Denver Building, Tulsa, Oklahoma.



HOW
TO CHANGE
A LEOPARD'S
SPOTS!



When it comes to colored paper, why assume "the leopard can't change his spots"? Don't be bound by the white paper habit...color printing on white paper is good, but color on *colored paper* is much more effective, especially for increasing direct mail returns.

Allied's New And Different Colorcraft Line of papers, matching envelopes, reply cards, and ink recommendations is specifically designed to get results. It's distinctive *Impulse* and *Influence* colors have been styled and researched by Faber Birren, noted color authority, to stimulate action...to create a mood...to get more direct mail returns!

Impulse colors are bright and vibrant. They incite reader-action and response. Colorcraft Impulse was

created for mass market direct mail selling where big returns are desired.

Influence colors are subtle, yet appealing. They're styled to create an impression or mood...to create a feeling of prestige, of richness. Colorcraft Influence stimulates a favorable mental reaction about the product and company.

Remember, this is an age of color. Everywhere, everyone is breaking the white habit...in appliances, in bedding and linens, in soaps, in all areas. Why not in paper, too?

Make your direct mail more attention-getting, more effective. Use Allied's New Colorcraft *Impulse* and *Influence* Colored Paper Line.

Write or call Allied today for full details on how to "change your leopard's spots" with Colorcraft...the only color researched paper.

Impulse Colors: Flame Pink • Sulphur Yellow • Pumpkin • Summer Green • Indigo

Influence Colors: Sandstone • Rosewood • Smoke-tone Blue • Aspen Green • Buckskin

Paper Stock—both bond and uncoated offset grades in popular sizes and weights.

Envelopes—in all colors.

Card & Cover Stock—in Sulphur Yellow, Pumpkin and Flame Pink only—125 lb.

Inks—recommended Colorcraft text and accent colors available from IPI by formula.



ALLIED PAPER CORPORATION
Kalamazoo, Michigan



THE *Colorecraft* LINE

is available through franchised distributors
across the country and in Canada.

Albuquerque	Carpenter Paper Company
Atlanta	Whitaker Paper Company
Austin	Carpenter Paper Company
Baltimore	Stanford Paper Company
Billings, Montana	Carpenter Paper Company
Chicago	Carpenter Paper Company
	Forest Paper Company
Cincinnati	Chatfield Paper Corporation
Cleveland	Central Ohio Paper Company
Columbus	Central Ohio Paper Company
Dallas	Carpenter Paper Company
Dayton	Central Ohio Paper Company
Denver	Carpenter Paper Company
Detroit	The Union Paper and Twine Company
Des Moines	Carpenter Paper Company
Duluth	Carpenter Paper Company
El Paso	Carpenter Paper Company
Fort Worth	Carpenter Paper Company
Grand Island, Nebr.	Carpenter Paper Company
Great Falls, Montana	Carpenter Paper Company
Harlingen, Texas	Carpenter Paper Company
Indianapolis	Central Ohio Paper Company
Kalamazoo	Birmingham and Prosser Company
Kansas City	Carpenter Paper Company
Lincoln, Nebraska	Carpenter Paper Company
Los Angeles	Carpenter Paper Company
Louisville	Chatfield Paper Company
Lubbock	Carpenter Paper Company
Milwaukee	Standard Paper Company
Minneapolis	Carpenter Paper Company
Missoula, Montana	Carpenter Paper Company
New York City	Schlusser Paper Corporation
Oklahoma City	Carpenter Paper Company
Omaha	Carpenter Paper Company
Pittsburgh	Central Ohio Paper Company
Pueblo, Colorado	Carpenter Paper Company
St. Louis	Butler Paper Company
Salt Lake City	Carpenter Paper Company
San Antonio	Carpenter Paper Company
San Francisco	Carpenter Paper Company
Seattle	Carpenter Paper Company
Sioux City	Carpenter Paper Company
Topeka	Carpenter Paper Company
Washington, D.C.	Stanford Paper Company
Yakima, Washington	Carpenter Paper Company
Montreal	T. B. Little Papers
Toronto	Whyte-Hooke Papers
Vancouver	Columbia Paper Company, Ltd.

ALLIED PAPER CORPORATION
Kalamazoo, Michigan
preferred printing papers





hotel men play twenty questions

We enjoyed reading a six page report of a direct mail clinic in the July issue of *The Hotel Monthly*, published by Clissold Publishing Co., 105 W. Adams St., Chicago 3, Illinois. The clinic was part of Illinois regional workshop on Hotel Advertising and Sales. Panel members were Howard Gardner, partner, Gardner and Stein Advertising Agency; Oscar E. Palmquist, vice president of Buckley Dement Advertising Corporation; Harry Thorsen, vice president, Redson-Rice Corporation and Roy Rylander, president, Rylander Company.

We got a chuckle out of this part of Chairman Gardner's introduction:

We have taken direct mail out of the more general discussions of advertising media for hotels because we feel that it has a special place of importance in the hotel field.

Almost every hotel, motel or resort is up to its ears in direct mail. All too often, however, the direct mail is handled in a catch-as-catch-can basis. All too often someone will decide, "Well, let's take the first 10 pages of the telephone book, write some copy after business hours, have it mimeographed and then we'll have the night clerk address some envelopes in his spare time and get out the mailing." Further, sometimes the mailing list is even decided upon after the letter has been prepared, which, of course, leaves something to be desired.

Now, in discussing direct mail here, we felt that a program of this nature is some-

what like making love, in that it is a lot more fun to participate in than to just sit by and watch.

Therefore, it is for that reason that we have devised a quiz which we are going to ask you folks to take.

The chairman then gave the group twenty questions or true-or-false statements.

After the members of audience wrote their own answers . . . members of the panel tried to give their own versions. As would be expected, on some of the questions the panelists did not agree.

For the record, and for your entertainment, we'll reproduce the questions, without giving the answers. Have your own quiz program.

After debate on these questions had ended . . . the audience began throwing additional questions at the panel. No fist fights developed but the arguments definitely proved that direct mail has become increasingly important in the hotel field. And most everyone connected with it wants to know the best ways to put direct mail to work effectively. To many of the questions . . . there are no pat answers. Only time and experience can point to the best way for each individual situation. ●

1. If you want to cover a geographic area thoroughly with your hotel advertising, direct mail is the best medium.

2. If you want to pin-point prospective guests, direct mail is the best advertising medium.

3. Your best sources of prospective guests are specially compiled lists.

4. Good lists of guest prospects can normally be compiled from telephone directories.

5. Mailing lists are perishable. Do you think the average year's change in mailing lists would be 5%, 10%, 20%.

6. In testing mailing lists of prospective guests, what quantities would constitute effective tests on the following lists—10,000, 25,000, 50,000?

7. In a series of promotional mailings (whether to past guests, individual guest prospects or group business prospects) interest and attention will generally be increased if the over-all period of the mailing is condensed and the mailing dates spaced closer together.

8. Do follow-up mailings pay?

9. Format. The cost of sending a circular with a letter is not usually worthwhile in terms of additional reader interest.

10. Quality factors being equal, form letters normally will attract more interest and attention than circulars.

11. It is a cardinal principle among direct mail authorities that lengthy letters always should be written on two separate pages rather than on both sides of a single page.

12. Odd-size envelopes make little difference in attracting interest and attention to mailing.

13. Copy is the single most important element of direct mail.

14. Window envelopes normally attract more attention than closed-face envelopes.

15. A sloppy, careless or unmatched filled-in name and address on letter is worse than no fill-in at all.

16. Proper teaser copy on an envelope has the power to boost interest and attention.

17. Handwritten postscripts at the end of a sales letter tend to boost the letter's attention and interest value.

18. Hand addressing of envelopes will attract greater interest and attention than typed addresses, stencilled addresses, addressed labels or any other method of addressing.

19. First class mail would ordinarily attract greater interest and attention than third class mail.

20. Check below the components of an "ideal" mailing on the basis of your own sales promotion problems—self mailer folder, one-color brochure, two-color brochure, four-color brochure, letter, reply card, postage-paid reply card, return envelope, postage-paid return envelope, outside envelope.

miniature **DONKEY FARM** **KNOWS HOW TO ANSWER** **INQUIRIES**

When Jack Leslie of Leslie Creations, Lafayette Hill, Pa., told us that miniature live donkeys were being sold effectively by direct mail . . . we didn't believe it. But subsequent correspondence confirmed Jack's report.

You can buy a genuine pedigreed miniature Mediterranean Donkey for from \$500 to \$2,000 . . . sight unseen but fully guaranteed. If you don't believe it, write to Daniel Langfeld, Sr. at the Danby Farm, Millard, Nebraska. (Mail and office address: 1103 Jackson St., Omaha 2, Nebr.)

The farm is the family residence of Daniel and Beatrice Langfeld. They also raise and sell pedigreed Shetland Ponies. In addition, the Langfelds publish *Pony Record* mag-

azine, which is the official publication of the Shetland Pony Identification Bureau, Inc. Tied in with that operation are a number of mail order items, such as breeding books and products and tools used in animal husbandry, like lip tattooing instruments and supplies.

We asked Daniel Langfeld how in the world he ever decided to raise and sell the miniature Mediterranean Donkeys. His reply was that he and his wife just love the lovable little rascals and are satisfied if the enterprise is self-supporting.

To get inquiries, the Langfelds insert handsome space ads in a number of quality consumer media . . . to reach people with large estates.

Those who respond to the ads receive a most complete and impressive mailing piece. It is a pocket type, four-page folder. Front is a full-bleed picture of part of the donkey stables. Inside cover pockets contain nine actual glossy photographs of the little donkeys and their daily doings. Included is one picture of the special pullman crates in which they are shipped to new owners. Picture captions emphasize how gentle these 32" to 37" high creatures are as children's pets.

Stapled to third page of answering portfolio is a personal typewritten letter from the owner.

Under the letter, you find a cover sheet which reads: "Danby Farm presents this information because you asked for it." Then follows photostat of registration forms and several multigraphed sheets giving detailed information about sources, breeding care, life expectancy of these little animals, which originated in the Mediterranean Islands of Sicily and Sardinia.

It is a most effective sales presentation. If the prospect actually wants a Miniature Donkey he knows exactly how to get it from a completely reliable source. The Reporter is glad to add this to the archives of unusual mail order case histories. ●

STATE TAXING POWERS ON MAIL ORDER

If you are confused about the new Public Law 86-272, which supposedly limits the power of individual states to tax interstate business . . . there are a lot of people in the same boat. After reading all the reports, it seems that even the members of Congress who passed the bill were confused too.

The present law approved last September gives only temporary relief to some of the practices which were threatening mail order operators. Part of the enactment specifies that the whole subject is to be reviewed by both Houses of Congress . . . with final reports to be submitted on or before July 1, 1962. Those most seriously affected should be ready for hearings before that time.

The best reports we've seen on the situation are: 1) A newsletter to clients of Byrnes & Baker (certified public accountants), Garden City Park, N. Y. and Westfield, N. J. This short review is in easily understood language. 2) "A Law Department



Handsome portfolio is used to answer magazine advertising inquiries. Personally typed letter explains the sheaf of animal particulars. On left, captioned photographs show donkeys in various stages of training. Nothing left unanswered.

Memo" from the National Association of Manufacturers, 913 Sixteenth St., N.W., Washington 6, D. C. This is a most complete analysis and reproduces the law itself. You should get copies of both reports.

Briefly: The law prohibits individual states from taxing the *net income* on transactions made within the state where the only activity is the taking of an order, and where the out-of-state (foreign) company or individual does not maintain an office or warehouse, but fills the order from another state. The law seems to cover only tangible property and it relates to net income rather than sales . . . so there will be constant confusion on these points. For example, will it cover sales of life insurance policies by mail? A policy could be interpreted as tangible property. Will the states find a loophole and try to collect sales or use taxes rather than on net income?

This whole problem has been getting more serious . . . as more and more states tried to assess sales taxes on mail order shipments. One correspondent to The Reporter wrote:

"It is quite ironical that we in this country seem to be building barriers between our states when it comes to doing business with each other, whereas Europe is doing its best to establish a common market and tear down the barriers between countries there. Some day some organization (I hope it is the Direct Mail Advertising Association) is going to put on a big public relations program for the express purpose of pointing out the importance of doing business freely across the state lines in this country. Without such freedom to do business across state lines, we will eventually degenerate into fifty independent countries, rather than remaining one United States."

The Reporter will keep its editorial eye on the situation . . . but in the meantime, you folks who are affected should be talking to your congressional representatives and your attorneys. ●

35,000 NAMES PER HOUR

Esquire used to address their labeling strip at the rate of 3,000 per hour by metal plates. They switched to punched cards and output was increased to 7,000 names per hour. Then two years ago, they decided to switch to electronic tape. Now their dick strip, i.e., labeling strip, is ad-



Elsie hails from Africa where the biggest elephants live. Six tons of brawn and notice how easily she handles that huge load. But Elsie is furious - she has heard that she is going to be replaced with a mechanical fork lift!

W. E. ANDERSON LTD. found out long ago that old fashioned methods don't pay anyone and sold their elephants to pull trams in Wellington.

Since 1868 W. E. ANDERSON has been a name synonymous with carrying. In 1958 there is no better service available for general carrying, customs clearance and furniture removals. In fact, whether your problem be airfreight or storage - you name it, ANDERSON'S can handle it or arrange it.

Simply phone 43-079 and we'll see that you are given courteous, efficient and cheerful service.

Be like our friend Elsie - she never forgets - and remember that ANDERSON'S, the old firm with modern ideas, will welcome your enquiry.

Cordially,

W. E. ANDERSON LTD.

P.S. Elsie has a girl-friend - we'll tell you about her soon.

W. E. ANDERSON LTD.

SINCE 1868

TRANSPORT AND CUSTOMS CLEARING

Phone 43-079

2 QUEENS WHARF

Phone 43-079

AUCKLAND

ANIMALS PROMOTE NEW ZEALAND TRUCKER

We enjoyed studying a seven-piece direct mail campaign prepared for a trucking company client by Reporter readers at Mail Advertising Services Ltd., 54 Federal St., Auckland, New Zealand. The seven pieces for W. E. Anderson Ltd. (transport and customs clearing) prove beyond a doubt that creativity and cleverness in direct mail is not limited to the shores of the USA. Each piece carries a cartoon at top featuring one subject from the animal kingdom associated with transport or traveling . . . elephant, kangaroo, tortoise, bee, stallion, camel and pigeon. Company letterhead at bottom of sheet.

Although all pieces were printed

in one color, the color of paper stock was changed for each mailing. Good copy tie-in for each. In the case of last mailing with Percy the Pigeon cartoon . . . letters were mailed from the Island of Fiji, with envelope bearing Fijian stamp and wording, "Greetings from Fiji."

The folks at Auckland report that they have a limited supply of extra sets which can be sent to Reporter readers who request them. Says Frieda Maelz, assistant to the manager: "As we frequently write to the source of supply mentioned in your short notes, it is a gratifying change for us to be able to offer something ourselves." ●

dressed at the rate of 35,000 names per hour.

These statistics were revealed to members of the Hundred Million Club at their November meeting at the Sheraton East in New York. Joseph Arnstein, *Esquire's* vice president for circulation, was guest speaker.

The change to tape, Mr. Arnstein related, was necessitated by fast expanding circulation that was quickly outpacing inadequate addressing methods. When the magazine was using metal plates, circulation was 1,300,000. It's now over 3,000,000.

The electronic tape system briefly works like this: Information from the punched data cards is fed into an electronic computer which transfers the information into a very small segment of tape. The completed tape is fed into an Addressograph-Multi-graph multi-stylus serial printer which prints the information onto the addressing label strip.

The user can be highly selective when using the master tape. He can select any number of different groups and isolate them onto smaller tapes. The master is run through the machine, and computer selects the predetermined names, transferring them to the smaller tapes. The master tape is never broken and remains intact throughout. Space requirements are only 20% of those needed for punch cards.

Mr. Arnstein was quick to admit that this electronic tape system is practical only for the largest mailers, due to large outlay for equipment and the trained personnel needed to run it. However, he suggests that several small publishers might easily combine their efforts to realize the economy afforded by the system.

Esquire isn't the only publisher using electronic tape. The Meredith Publishing Company of Des Moines, Iowa, also employ this method in processing their 6,000,000 subscribers to *Better Homes & Gardens* and *Successful Farming*. Previously Meredith was faced with a monthly moving problem of 30,000 pounds of IBM card cabinets (800 lbs. apiece) moving them down four stories in their old building. Now they have only the few small reels of tape to take to the plant. ●

"Well, doctor, was my operation a success?"

"Who's a doctor? I'm St. Peter."

From: The Wheelco Whistle, house magazine of The Wheeling Machine Products Co., Wheeling, W. Va.



This was the first of a series of 11" x 14" postage stamps, 1175 advertisements for 1175 different products and services. For more information about the variety of stamps available, contact: DPM/1175 (1175) 1175 (1175) 1175 and call for Bill's name.

THIS "AROUND-THE-WORLD" postage stamp promotion produced for the Twin Cities office the agency, Batten, Barton, Durstine & Osborne, is one of a series . . . each piece reflecting a specific phase of the business. They've been mailing pieces like this to 120 advertising managers and key executives in Twin Cities' firms for quite some time.

But producing this 11" x 14" Kromekote piece to dramatize the agency's international operations presented some unusual problems:

3,450 individual postage stamps had to be tipped on by hand.

It required the services of every stamp dealer in Minneapolis to fill their requirements. Hawaii and Puerto Rico had them stumped for awhile. As U. S. possessions, they do not issue their own stamps. Then a philatelist friend recalled a 1933 commemorative series of U. S. stamps that included the two territories. They were able to scrounge up enough of these 20-year-old stamps to do the job.

Most difficult stamps to secure were Panama and Singapore. They believe they cleaned out the Minneapolis supplies for those two countries. In fact, they weren't able to obtain enough "used" stamps, and had to buy some of them new—which proved to be almost as difficult as finding the cancelled stamps.

Finally . . . one dealer, in checking through the order he was filling for them, discovered one stamp valued at "over \$45.00." Although he pulled this one out, we wonder now if any such others slipped through! ●

DMAA PHARMACEUTICAL WORKSHOP

Maybe Johnnie can't read, but doctors can—and do—according to Peter Toso of Daniel Starch and Staff. In a short but powerful address before pharmaceutical mailers at the DMAA Workshop, November 10th at the Plaza, Mr. Toso stated that Starch research has discovered that 70-75% of doctors handle mail and a good part of it is read.

The Starch firm, which has researched magazine readership by leading the interviewee through the book ad by ad and noting his recognition, have developed a similar test for direct mail advertising. Doctor is shown all pieces he received in the previous month and is graded on each one as to whether he saw ad, whether he remembers product, or whether he read at least half the copy.

Some statistics discovered by Starch:

- a) Self mailers made impression on 40% of doctors and some part was read by 30%
- b) Envelope mailing made impression on 45% and some part was read by 35%
- c) Sample mailing was remembered by 60% and some part was read by 50%.

One individual piece (not a sample) was read by 30% of the doctors; another by only 20%.

Mr. Toso's speech was followed by a round table discussion on various phases of mail marketing.

The morning session featured ad-

dresses by Harry Knox of Medical Promotion Records Inc.; Dean L. Burdick of Burdick and Becker Inc.; and John W. Eckman, VP, Thomas Leeming & Company and president of Pharmaceutical Advertising Club.

Luncheon address was given by Ed Mayer of McCann-Erickson, who discussed *What's Ahead in Advertising*. Ed predicted that in the next decade, the growth in national output should equal the entire output of the past 25 years, and that advertisers had better be ready to meet the challenge. ●

QUOTES FOR BEN FRANKLIN CELEBRATIONS

During January, printing groups throughout the country will hold many meetings celebrating the birthday of their patron saint, Benjamin Franklin. This is an appropriate time to print some of the quotations we dug up a few years back which tie in with some of the things we preach today about direct mail. (Franklin quotes are in italics.)

There are two obstacles to the success of any mail solicitation: (1) Human inertia (laziness). *There are lazy minds as well as lazy bodies. Sloth makes all things difficult.* (2) Competition for attention or money. *He who buys had need have 100 eyes, but one's enough for him that sells the stuff.*

People think they think, but very few really think. People buy because of what they feel about a product or service or organization. *Would you persuade, speak of interest, not of reason.*

The four basic faults in most business letters and direct mail copy: (1) Useless and unnecessary words and phrases. *He that speaks much is much mistaken. The learned fool writes his nonsense in better language than the unlearned, but still 'tis nonsense.* (2) Improper arrangement of words and phrases. *A good word for a bad one is worth much and costs little.* (3) Incorrect expression of thought. *Better slip with foot than tongue. Many a man's own tongue gives evidence against his understanding.* (4) Offensive and displeasing words and phrases (I, we, our, my, mine, us and opinionated "that" phrases). *Tart words make no friends. A spoonful of honey will catch more flies than a gallon of vinegar. A man without modesty is lost to all sense of honor and virtue.*

Best formula for writing section-pulling copy: Picture, Promise, Prove, Push. (1) Picture: the benefits to evoke desire. *Affected superiority mars good fellowship.* (2) Promise: definition of offer to fulfill picture. *It is hard for an empty bag to stand upright.* (3) Prove: with testimonials, endorsements, statement of value. *A good example is the best sermon. Promises may get thee friends, but non-performance will turn them into enemies.* (4) Push: the action closer, then stop. *At a great bargain pause awhile.*

About the selling points publicized by Elmer Wheeler: (1) Sell the sizzle, not the steak. *What signifies knowing the names, if you know not the nature of things.* (2) Don't write, telegraph. *You may talk too much on the best of subjects.* (3) Watch your

bark! Be kind and considerate. *There's small revenge in words, but words may be greatly revenged.* (4) Say it with flowers. Flatter the hero of your letter, the recipient, not yourself. *He that falls in love with himself will have no rivals.* (5) Don't ask if, ask which. (Ed. note: Couldn't find a Franklin quotation for this. There must be one. Anyone know?)

But on the subject of continuity and building a reputation, Franklin said: "If you would not be forgotten, as soon as you are dead and rotten, either write things worth reading, or do things worth writing about."

Although after-luncheon and dinner speeches came along after Franklin's time, he must have foreseen the problems when he wrote: "The full belly hates thinking as well as acting." ●

ANNUAL REPORTS ARE BIG BUSINESS

This year, 12,490,000 shareowners are going to receive 55,000,000 annual reports . . . that will probably cost around \$25,000,000 to produce. (These are Mead's figures, derived by multiplying 12,490,000 by the statistical average number of stocks each shareholder is reported to own (4 +). Number was rounded to 55,000,000 for convenience sake. Average cost per report was probably close to 45¢.)

2500 of these annual reports are currently catalogued at Mead Paper Company's *Library of Ideas*, located



at Mead's offices, 230 Park Avenue, New York, N. Y. The reports are from most of the large industries in the USA, and represent a wide variety of paper stock, size, shapes, inks, and format.

The annual report is a prime consideration on the public relations program of any corporation. Through this report, many stockholders get their only impression of the company, what it is, what it is doing for them. No wonder then most corporations go to great trouble and expense in preparation of annuals.

The 2,500 annual reports were on display at the library during September and October. 3200 executives of major firms were invited to attend. A simple postcard was mailed late in August. And by the close of the exhibit on October 30, nearly 200 had come to see the no-admission display.

Originated three years ago, the *Library of Ideas* is a Mead service to anyone who wants to see or study the various techniques and formats used in printed matter. Executives, art directors, production men and many more use the library when planning a promotion. 40,000 separate pieces are catalogued at the library, ranging from blotters and book jackets up to yearbooks and record album covers. These are classified under industry, too . . . dozens of categories from air conditioning to yachting. The annual reports are only a small part of their operation.

At this time, and until December 31st, Mead is exhibiting their *Graphics of Travel* display, featuring all types of printed matter used by steamship, air, train and bus lines, restaurants and hotels, travel agencies and chambers of commerce. Following this will be *Papers of the World* in January-February, then a pharmaceutical display, and later in the spring, an exhibition of house magazines printed in this country.

The library is open Monday through Friday from 9:00-5:30. You'll be most welcome, and I think you'll find it very interesting. ●

UPGRADING LETTER COPY

by Paul J. Bringe

Telling your reader what you have done for others, the case history technique, makes a strong sales story. Every business man is interested in success stories, particularly when they concern his field of activity. There is no more certain way of holding a prospect's attention than to tell him what others are doing that could be useful to him.

But, and there is always a but, your reader wants an interesting story showing him how he can benefit from the experience of the other fellow. He cannot care about your product or service until he transfers the case history experience to his own operation. For most people this is not easy. To help your reader see himself in the picture you must fill in the details, give him a complete story and spell out the benefits. Imagination is a rare talent—you will be safe if you assume your reader has very little.

The Flambeau Plastics letter does not tell enough about the application to hold the reader's interest. It does little more than refer to the enclosed literature before it begins talking about how good we are and what a big plant we have. Notice the capitalization of the words Research, Development, Engineering, Tooling, Production and Finishing. It is said every letter reveals the writer and here is a demonstration of it. The writer of this letter is an engineer who thinks first in terms of these words. He thinks physical facilities are important, and they are, but they are not unique with this manufacturer. Hundreds of other plants can offer the same.

What the reader looks for is creative ideas to help him sell his products. When he is satisfied that you can offer him something his competitor does not have he will assume you have the physical plant to back it up. Meanwhile talk about Tooling and Modern Plant is much too generalized to spark his interest. It is akin to a prospective salesman saying he dresses well, has a diploma and speaks proper English. Who doesn't?

The rewrite talks about the plastic application in specific terms. It says this strength, color and rust resistance can be used in your product.

BEFORE

Flambeau PLASTICS CORPORATION
BARABOOK, WISCONSIN

It's up to you!
You - The results of the Research, Development and Engineering that produced the *less wear component parts* as illustrated by the attached literature, are only examples of what can be accomplished when you allow us to work for you.
This does not complete the story - Tooling, Production and Finishing must all be accomplished in order to furnish parts that work and provide service, and all this on a scheduled delivery program. Our customers can verify our performance.
Let our new modern plant, with its up-to-date equipment and ideas for development get involved, serve you. We have a big story to tell, one backed with experience. Call our Sales Engineers in now for consultation and leave the rest to us.

At your request,
FLAMBEAU PLASTICS CORPORATION
Enclosure

Sales Engineers:

Harvey O. Kjeldsen
2905 University Avenue
St. Paul, Minnesota
Phone: RIcksey 5-3979

Peter J. Post
408 Fisher Building
Detroit 2, Michigan
Phone: TRinity 3-4630

Carl A. Sigano
5261 West Ford Fr. Inc.
Milwaukee, Wisconsin
Phone: GIltop 2-5110

William Anderson
8855 South Elizabeth
Chicago, Illinois
Phone: State 2-6791

Paul J. O'Brien
4008 Parkview Avenue
St. Louis 16, Missouri
Phone: PLanderson 3-2257

AFTER

Plastic Replaces Steel in Power Mowers

And not just for handles, trim and other non-working parts. It replaces steel in wheels, body shell and motor housing.

Plastics won't stand up? That's what Cycle Manufacturing Company of Onan, Iowa thought until they talked with Carl Hokans, one of our sales engineers. Today they know from personal experience how the right plastic, properly used, gives them advantages no other mower manufacturer is offering.

Extra strength is needed, of course, to withstand the severe beating a power mower takes. And there is extra strength to spare in Corolon plastic used here. More benefits come from no rusting and no painting. This mower stays new looking after acres of grass chopping, and a night in the rain means a clean mower, not a rusty one.

Before you assume that plastics can't be used in your product, let one of our sales engineers take a look at it. You will find us ready with ideas and imagination backed with complete tooling, production and finishing know-how.

Want to explore the promise of plastics for your product? The enclosed card in the mail today will start us thinking about your problem tomorrow.

Sincerely,

Everyone knows power mowers take a beating and if this plastic can take it, surely it will work in your product also. Notice the name and location of the customer is mentioned and the name of the salesman. This is to make the story real to the reader. Have you ever noticed how an anecdote gains credibility when you are told it happened to President Coolidge or some other well known person? The "once upon a time there was a prince . . ." approach is convincing only to children. Adults want to know who, where and when.

The fourth paragraph of the rewrite anticipates one of the reader's possible objections and uses it as a mild challenge—tries to plant a doubt in his mind to make it just a little more difficult for him to do nothing. Latch on to your reader's doubts about himself and you have gained another salesman. Your reader's thinking habits, his prejudices and enthusiasms can be put to work for you. Ignore them and you may as well save your postage. ●

BEGINNING OF END DEPARTMENT

Some of our correspondents (who sent samples) will be glad to know that two more of those deceptive skip-tracing outfits have been cited by the Federal Trade Commission. Strangely . . . one of the principals of the Action for Creditors, Inc., Washington, D. C. is the same man who was closed up six or so months ago for operating a similar outfit in New Jersey. They never seem to learn. Understand, we have no sympathy for deadbeats, but the FTC and most direct mail people view with alarm the deceptive tactics of the slick tracers whose literature would cause most people to believe they are part of the U.S. Government. One recipient of their sales appeal (to creditors) actually thought the government had instituted a Gestapo-type investigating and collection bureau. One thing we cannot understand: Why does the Post Office Department give these new promoters permits for business reply mail, third class bulk and postage meter indicia, when they know that all similar outfits have been closed through action of the FTC? Obvious misrepresentation by mail should be just as abhorrent to the Post Office as it is to the FTC and the DMAA . . . before as well as after the commission of the net. ●

THE TALE OF THE WISE CHINAMAN

The Avion Division of ACF Industries, Inc., 11 Park Place, Paramus, N. J. used an interesting Chinese fable as their focal point for a folder advertising their data processing services. The 4½" x 7", 8-page booklet had a sketch of a funny-looking hand on the cover with a title "This is a Hand." The next two inside pages show the hand again and emphasize "It is a very special hand, for you see this hand has 6 fingers and thereby hangs a tale." The center spread has the tale of the wise Chinaman, which we will reprint here for your amusement:

A wise man of ancient China was noted for his wisdom and ability to solve problems. One day a merchant came to him seeking advice.

It seems that the merchant had a problem in his accounting department.

"I have 6 men and 6 abacuses (abaci, if you are a purist) but my needs have expanded to the point where I need a 20% increase in output but cannot afford the capital investment of another man and another abacus and, even if I could, one man would not be enough and two men would be too much."

The wise man pondered the problem for several days and finally summoned the merchant.

The merchant listened to the wise man. "The solution to your problem is simple.

"The solution to your problem is simple. Each of your present accounting staff must grow another finger on each hand and thereafter you must hire only twelve-fingered men to replace them. This will increase your abacus output exactly 20% and will solve your problem."

(Continued on Page 38)

DESIGNED FOR EFFICIENCY



New!

MACKINAC

Job-Ready BUSINESS PAPERS

Like modern structures designed for a fast moving world, Mackinac Job-Ready Business Papers are designed for fast, efficient production on modern printing and duplicating equipment operating at high speeds.

Mackinac Job-Ready Business Papers are manufactured from 100% bleached chemical wood pulp and tub sized to insure quality and uniformity. Each grade is especially prepared for the process for which it is designed, with a surface prepared for excellent ink reception. Precision cut at the mill to sizes 8½" x 11" and 8½" x 14", available in white and six bright colors.

Send for free SAMPLE BOOKS showing White and a full range of colors in each grade.

Sold exclusively through Paper Merchants

FLETCHER PAPER COMPANY

General Sales Offices: 20 N. WACKER, CHICAGO 6, ILLINOIS
Mill at ALPENA, MICHIGAN



- MACKINAC BOND
- MACKINAC DUPLICATOR
- MACKINAC MANIFOLD
- MACKINAC MIMED
- MACKINAC OFFSET
- MACKINAC OPAQUE

The merchant smiled, his problem was solved, he started to leave, paused a moment and looked at the wise old man. "Oh, Wise One," he said, "You have truly given me the solution to my problem but . . . he paused . . . "How do I get my people to grow extra fingers?"

The wise man puffed on his pipe. "That is a good question, but alas I only make policy recommendations, the details are up to you."

The final three pages leading from last line of spread are an appeal for inquiries rather than an explanation of the data processing services available from Avion. "If your problem is specialized . . . see Avion for a practical solution." The booklet is being distributed as a direct mailing piece, as a trade show giveaway and as a salesman's handout. According to John Fournier, manager of advertising sales promotion, this semi-teaser technique has brought a most satisfactory response. We think it is extremely well done. ●

SHOULD YOU USE COLORED ENVELOPES?

H. J. Morton, Jr., of Ditto, Inc., reports that his company recently ordered envelopes in five colors; blue, goldenrod, yellow, green, pink. These were printed in color combinations of magenta and green. A mailing of 37,000 letters tested these five colors against the white envelopes which the company had always used before for return envelopes.

Results: with about three-fourths of the inquiries in, the following percentages were tabulated:

Envelope Color	% of Returns
White	3.1%
Blue	7.8
Goldenrod	6.4
Yellow	6.8
Pink	5.8
Green	6.0

Conclusion: "Blue envelopes produced more than twice as many inquiries as were produced by white envelopes," said Mr. Morton. "As far as we're concerned, this is ample proof that colored envelopes are more effective than white envelopes."

Reporter's Note: We spotted this test report in "Between Calls," house magazine of Stanford Paper Co., 3001 V St., NE, Washington 18, D. C. Original source was credited to: "Postage Economies and Mailing Methods," published by The Standard Envelope Mfg. Co. We are always skeptical of color tests . . . whether one color is better than another. That is, whether as in this case blue was better than pink. Another test might reverse the close figures. But every test does seem to indicate that colored return envelopes are better than white. No one has ever come up with a logical reason why. ●

NAMES IN THE NEWS

Who's doing what in your organization? New job? New Promotion? Industry Awards? Or interesting personal news on the human side? No matter what they're doing, we'd like to include them in this monthly round-up of . . . "Names In The News"

FRANCIS "ANDY" ANDREWS, newly elected international president of MASA, appeared before the November 10th dinner meeting of the New York City MASA and discussed and showed actual samples of famous campaigns by leading lettershops throughout the country. . . . Vice president **ROBERT BLUM**, Blum's Direct Advertising Agency, San Francisco and Los Angeles, announced the appointment of **STAN STANISLAUS** as sales manager, southern California division. . . . **JAMES A. FARLEY**, former Postmaster General of the United States, has been named General Chairman of the 56th Annual Convention of the AFA. The 1960 meeting, June 5 through 9, at Hotel Astor, New York City. . . . **ROBERT FENTON**, formerly handling circulation for the Street & Smith Publications, has been appointed assistant circulation director of The Conde Nast Publications, Inc. . . . **FRANKLIN P. JONES**, a partner in Gray & Rogers, Philadelphia and Newark advertising and public relations agency, will retire as of December 31 this year. . . . **RUTH LOWEN LAGUNA** has joined DMAA in charge of library, information and placement services. . . . **ARTHUR B. LANGLEIE**, president McCall Corp., has been named Chairman of the AFA's 2nd annual mid-winter Washington Conference, on Feb. 5th, at Statler-Hilton Hotel, Washington, D. C. . . . **LITHOGRAPHERS & PRINTERS NATIONAL ASSN.**, 597 Fifth Ave., New York 17, N. Y. invites entries in the 10th Anniversary Lithographic Awards Competition & Exhibit. Closes January 18, 1960. . . . **HENRY CABOT LODGE**, United States Representative to the United Nations, will receive the Franklin Award of the New York Employing Printers Assn. and address the annual Printing Week Dinner on Monday, January 18, 1960 in the Hotel Commodore, New York. . . . **H. G. (HANK) LOUDENBACK**, formerly with The National Management Assn. to Huffman Mfg. Co., Dayton, Ohio as advertising and sales promotion manager. . . . **JAMES V. LYONS** now vice president in charge of production, and **DERRY F. DALY**, now vice president and creative director of O. E. McIntyre,

Inc., Westbury, L. I., N. Y. . . . **LEONARD A. PARIS**, editor of Monsanto Magazine, hm of Monsanto Chemical Co., St. Louis, Mo. received award for editing the "Best Industrial Publication of 1958" at the Southern Editors Institute, held at Un. of Georgia. . . . DuPont advertising manager, **JOHN E. SLY** named chairman of Programs for the 1960 General Conference of the Assn. of Industrial Advertisers, to be held June 5-8, in Washington, D. C. . . . **J. B. WARD**, president, Addressograph-Multigraph announced that **B. J. STONE**, executive vice president, has been elected to membership of the Board of Directors. . . . On November 2nd, the Advertising Federation of America opened its new, permanent quarters at 1145 19th St., N.W., Washington, D. C. Donald J. Wilkins, Vice President and Manager. . . . First official meeting of **DIRECT MAIL CLUB OF DETROIT** held November 17th, Fort Shelby Hotel. "Red" Dembner of **NEWSWEEK** featured speaker. **JERRY SKLAR**, of Michigan Adv. Distributing Co., is temporary president. Second meeting will be at Fort Shelby Hotel, Wednesday evening, Dec. 9th at 6:30 P.M. . . . **M. W. (Finkie) FINKENBINDER** of St. Louis will tell Mail Box Sales Club of Indianapolis to "Be Open-Minded — Communicate" at December 2nd meeting, Hotel Warren, 12:00 noon. . . . Featured speakers at the November 18th joint dinner-meeting of the DMAA of Greater Miami (Fla.) and The Ad Club were Ferd Ziegler, Gifford Booth, Jr., "Red" Dembner and Ferd Nauheim. . . . **TOM CONNELLY** talked about "Printing as Applied to Direct Mail Advertising" at the November 12th meeting of the Philadelphia Direct Mail Club. . . . **KURT VAHLE**, vice president, Cupples-Hesse (envelopes) St. Louis, Mo. at the November 11th meeting of The Mail Advertising Club of Chicago discussed ways of using color to increase returns. . . . Death claimed three well known men in the direct mail field during November. A. M. Andersen, Reuben H. Donnelley Corp., Chicago, Ill. L. B. Whitehouse, Morton Mfg. Company, Lynchburg, Va. and Maxwell Droke, Indianapolis, Indiana.

DIRECT MAIL ADVERTISING AND SALES IDEAS

REPORTER REPRINTS

Reprints of Fact-Filled and Idea-Stimulating articles

- 1 49 WAYS DIRECT MAIL CAN BE PUT TO WORK IN YOUR BUSINESS. A check list. Find out how many of the 49 ways you can use in your business10¢
- 4 HOW IMPORTANT IS GOOD LETTERHEAD DESIGN? Let Joseph Koelbel of R.O.H. Hill, Inc., New York tell you how to improve your letterhead25¢
- 5 HOW AN EXCLUSIVE RETAIL SHOP USES DIRECT MAIL SUCCESSFULLY. Gives a complete direct mail program used by Lynn's Apparel Shop. Can be adapted to other retail stores25¢
- 7 SOME PLAIN THINKING ABOUT DIRECT MAIL. Four formulas on how to make your direct mail better. An outline for thinking.....25¢
- 8 ADVERTISING MANAGER submitted budget to new president who slashed direct mail from program. Problem: How to convince management that direct mail must stay to achieve maximum promotional impact. Brainstorming produced 58 excellent answers.....25¢
- 9 NEWSLETTERS SEEM TO BE TODAY'S MAGIC FORMAT. Most successful one so far is Emery Air Freight's. Tell-all case history gives methods, results, copy cues25¢
- 10 CAN YOU MEASURE DIRECT MAIL beyond usual method of counting reply cards? Yes . . . through readership studies. Leonard Raymond reports on 5 studies giving results and illustrated material35¢
- 11 THIRTEEN READY MADE LETTERS FOR FINANCIAL SALES SUCCESS. Ferd Nauheim presents 13 different letters for selling securities and explains how and why they should be used50¢
- 12 FUND RAISER TELLS . . . how he keeps a 100% corrected mailing list. System can apply to any business and will help you maintain contact with valued ex-customers25¢
- 24 INDUSTRIAL DIRECT MAIL. Bob Delay shows results of 4 direct mail programs for clients, plus readership results of each. Mailings illustrated25¢
- 25 CHECKLIST FOR SELLING. A 50 step method used by Old American Insurance for making sure (ahead of time) that their direct mail package is complete and well designed. It'll help you pre-judge your direct mail.....25¢
- 27 HOW GOOD ARE RETAIL MO CATALOGS? Lester Harrison tackles the subjects with figures, common sense and reasons why. You'll learn why top retailers consider this department essential to profits35¢
- 28 HOW A MECHANIZED PUNCH CARD SYSTEM CAN HELP FUND RAISING BY MAIL. Basic information if you are faced with problems of volume addressing, tabulation, record keeping and follow up.....25¢
- 29 HOW CUSTOMIZED DIRECT MAIL HELPED DOUBLE DALE CARNEGIE ENROLLMENTS IN THREE SHORT YEARS. Tells how to win prospects and influence specific market groups. Letters given25¢
- 30 AN UNUSUAL SALES PROMOTION SERVICE. KGA's (NYC advertising agency) story about T-alon and Crown Cork campaigns. Pieces illustrated. Gives well planned sales promotion and merchandising programs. 8 pages of helpful information50¢
- 31 HOW DO WE GET THERE FROM HERE? Whit Hobbs, copy chief, BBD&O, N.Y. thinks there are six things wrong with the advertising business and tells what he'd like to do about it. Enjoyable reading25¢
- 32 SIMPLE LETTER CAMPAIGN TO WIVES SELLS HEATERS. Knipco campaign puts fire under hubby and dollars into the Christmas fund. Tells how 86 wives sold 600 dealers on Knipco Portable Heaters25¢
- 33 MAIL ORDER STRATEGY: An idea-packed manual of personal interviews conducted by Lewis Kleid. 22 mail order experts answer nearly 600 questions. Their "how we do it" advice will help you plan your own successful mail order strategy. \$7.50

DIRECT MAIL ADVERTISING AND SALES IDEAS (continued)

HENRY HOKE LIBRARY

Can be purchased separately or in a complete package enclosed in an attractive green Case Binder for your desk or library shelf.

- | | |
|--|---|
| <p>13 DOGS THAT CLIMB TREES: A personal adventure story, telling how one man (Henry Hoke) undertook the job of learning through trial and error the fundamentals of direct mail advertising \$1.00</p> <p>14 HOW TO GET THE RIGHT START IN DIRECT ADVERTISING BY HARRIE BELL: This is the best textbook or outline available for training beginners in direct mail ABC's.....\$1.50</p> <p>15 HOW TO THINK ABOUT DIRECT MAIL: In five easy to read sections, it gives the basic essentials for the successful use of direct mail....\$1.00</p> <p>16 HOW TO THINK ABOUT LETTERS BY HOWARD DANA SHAW: A reprint of thirteen thought provoking articles by the Philadelphia letter writing expert\$1.00</p> <p>17 HOW TO THINK ABOUT READERSHIP OF DIRECT MAIL: What is a normal result percentage from direct mail? Ranges from zero plus to 100% minus\$1.00</p> <p>18 HOW DIRECT MAIL SOLVES MANAGEMENT PROBLEMS: Direct mail isn't worth considering unless it actually solves for you a specific management, promotion, publicity or sales problem \$1.00</p> | <p>19 HOW TO THINK ABOUT SHOWMANSHIP IN DIRECT MAIL: This study has helped many people to do a better job with their direct mail, whether it be simple or elaborate.....\$1.00</p> <p>20 HOW TO THINK ABOUT MAIL ORDER: This important study explains exactly what "mail order" is. It gives the opinions of a score of competent experts in the field . . . attempting to define "the real secret of success".....\$1.00</p> <p>21 HOW TO THINK ABOUT PRODUCTION AND MAILING: Contains an outline for training production and mailing supervisors. A 16-page supplement included free on list building, buying, renting and maintenance.....\$1.00</p> <p>22 HOW TO THINK ABOUT INDUSTRIAL DIRECT MAIL: Months of surveying uncovered the theories, opinions and case histories of hundreds of practitioners in industrial advertising....\$3.00</p> <p>23 1 complete set of above ten direct mail books packed in Library Case Binder at.....\$12.50</p> |
|--|---|

.. 1 .. 4 .. 5 .. 7 .. 8 .. 9 ..10 ..11 ..12 ..13
 ..14 ..15 ..16 ..17 ..18 ..19 ..20 ..21 ..22 ..23
 ..24 ..25 ..27 ..28 ..29 ..30 ..31 ..32 ..33

- ☐ Send me your quantity price sheet.
- ☐ I've checked items wanted above and am enclosing check in payment.

The Reporter of Direct Mail Advertising
224 - 7th Street, Garden City, N. Y.

Company

Name

Street Address

CityZoneState





"Reed-able Copy"

A Monthly Clinic Conducted by Orville Reed

A Reader Writes

Dear Mr. Reed:

I read your column in August Direct Mail, and I must say your viewpoint comes through loud and clear unlike many other "instructive" columns on direct mail copy.

The thing that impressed me most is how little you are impressed by the overly unctious and "best of all possible worlds" type of letters that we see so much of. The point being that the average reader, in your view, is far too intelligent to be taken in by them and in fact resents the slight to his intelligence. This being the case, where does the middle ground lie? Obviously a bland letter stating only facts will not move goods but at least a negative reaction is avoided in this case.

In a recent direct mail approach of ours, we have used a Hooven letter as a trade show follow-up directed at Electronic Cooperative Managers. The purpose of this mailing was to induce these executives to write for our catalog as a preliminary step in the sales process—paving the way for a sales call. I have enclosed a copy of the letter and would like your opinion as to where we fall between these two points on the pendulum, and also I would like your comments as to the effectiveness of this type of an operation.

I hope I am not overburdening you with extra work and I certainly can understand if you are too busy to give me a complete answer to this problem. In any case, I certainly will look forward to reading your future columns in Direct Mail.

Cordially yours,
(name withheld)

The Letter

Dear Mr. Jones:

We have recently published our

1959-1960 edition of *our* catalog of electrical distribution equipment. Among the new product developments you will find many ideally suited for the needs of the REA market.

Early this year, at *our* exhibit at the NRECA convention, *we* displayed many of these new devices, including:

1. New circuit breaker load centers, single and 3 phase, indoor and raintight applications—60 through 200 ampere.

2. An expanded line of raintight safety switches.

3. New fusible service equipment rated up to 200 ampere.

New features include UL approved connectors for aluminum and copper wire, increased main and main lug capacity up to 200 ampere. This equipment is now in stock at electrical wholesalers throughout the country.

Because of the interest shown at the convention in *our* equipment, especially *our* new devices, *we* felt you would like a copy of *our* catalog for quick reference whenever the question of electrical distribution equipment comes up.

As you probably know, this equipment was among the first installed on REA lines and through the years has earned high regard for dependability and performance backed by sixty years of electrical know-how.

We have provided a self-addressed post card for your convenience.

Just send *us* your name, address and title, *we* will see that you get *our* catalog by return mail.

Sincerely yours,

My Reply

Dear Mr. Brown:

Yes, I do feel the average reader is far too intelligent to be taken in by "overly unctious" promotion let-

ters. And I agree with you there is a "middle ground" between the bland statement of fact and the overly unctious letter. That middle ground is found in combining fact with enthusiasm and, above all, talking more about the reader's wants, desires, needs—and fitting your product or service into those wants, desires and needs.

Now to your letter. You start out talking about yourself. You know that isn't good.

You should start out thanking the prospect for visiting your display at the Electric Cooperative Managers show. Get over to him the idea that he has shown he's interested in new things, progressive ideas, by the very fact that he visited your display. After you have established this empathy, then go on to talk to him about his interests, his needs, and why and how the catalog you are offering will be of help to him.

In fact, if you will read the paragraph beginning "Because of the interest shown . . ." you'll realize it has the elements of a good first paragraph. But it should be twisted around to talk less about you and more about the prospect.

I have underscored references you make to yourself. To those of us who make our living writing promotion letters this is known as a "we-we" letter.

One more point. This letter is supposed to sound as though it had been dictated inasmuch as you are reproducing it on an electric typewriter. As I get it, you are addressing this letter to the name of an individual. Yet in the last paragraph you place a little burden on the man to whom you are writing—make it slightly difficult for him to ask you for a catalog when you ask him to "just send us your name, address and title . . ."

CLASSIFIED ADVERTISING

ADDRESSING

Scriptomatic Masters prepared — low cost — quality work — 100% correct. Typewriter addressing — practically "do-it-for-nothing" prices! Find out. The Roskam Co., 1905 West 43rd, Kansas City, Kansas. TALbot 2-1881.

ADDRESSING PLATES

POLLARD-ALLING — embossed and linked at \$25.00 per M; special rates for two liners and OCCUPANT; accuracy and delivery guaranteed; weekly capacity 75-100 M.

JACKSON EMBOSSEMENT SERVICE
4 S. Williams St., Whitehall, N. Y.

ADDRESSOGRAPH EQUIPMENT FOR SALE

May be purchased in individual units or as a complete installation. Write for complete description. Salvatorian Center, New Holstein, Wisconsin.

ADVERTISING AGENCIES

Pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers. Publishers' rates. Counsel service. Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

EDUCATION & INSTRUCTIONS

WIN BUSINESS success by writing letters that sell. New manual by expert gives you this money-making power. \$2.95 postpaid. Free literature. Christopher Helinger, Court Street, East Syracuse, New York.

EQUIPMENT FOR SALE

Addressograph Equipment
#195 automatic suction feeder for #1900 addressograph, with automatic stops & conveyor stacker. Best offer considered. M. Willig, Amplex Corp., 214 Glen Cove Rd., Carle Place, L. I. Planner 7-8877.

FOR SALE

TYPEWRITER Table & Chair, Gray, New Cole Steel. Cost \$50.00. Sell \$25.00. Mitchell, 1301 S. 5th St., Philadelphia 47, Pa.

FOR SALE

VARI-TYPER, Model 506611, 11" carriage, with 28 fonts of type. Wide variety of faces. Make offer. Marrus, 432 4th Avenue, N. Y. 16, N. Y., MU 4-3650.

FREE MAILING LISTS

OVER 2 MILLION NAMES ON PLATES
GUARANTEED 100% ACCURATE
ELECTRONIC SELECTED
CONSTANTLY CORRECTED
Retailers-Wholesalers-Manufacturers
Banks-Churches-Institutions
Choice of 350 Other Lists
"We Charge ONLY for Addressing"
(Usually Completed within 3 Days).
Write for FREE Catalogue.
SPEED-ADDRESS KRAUS CO.
48-01 42nd St., Long Island City 4, N. Y.
Stillwell 4-5922

CANADA'S BEST MAILING LIST

275,000 live names on Elliott stencils
Call your list broker—TODAY
or Tobe's, St. Catharines, Ontario

MAILING LISTS

MAILING LIST—50,000 quality names of Owners and Directors of summer camps, recreation areas, parks, resorts, motels, etc. Used successfully by many firms during the past ten years. Send today for free brochure "Selected List of Camps", Macfarland Company, Box 540-D, Westfield, New Jersey.

ENGINEERS AT THEIR HOME ADDRESS. Over 100,000. Select by types. On speedaumat plates. Lowest rates. DMR Advertising, 4616 Red Bank Road, Cincinnati 27, Ohio.

130,000 New Car, Truck Dealers, Independent Repair Shops, Automotive Jobbers, Service Stations, Fleet Owners. Owners, Executives, Managers. Material addressed same week. Guaranteed postage all returns over 1½%. Selections by states only. \$20.00 per Thousand. 10,000 or more, \$15.00. 30,000 or more, \$14.00. CIRCULATION DEPARTMENT, AUTOMOTIVE SERVICE DIGEST, 900 S. Wabash, Chi. 5, Ill.

Direct Mail Proven Buyers. Over 790,000 Alpha-Geo Names. Buyers of Books and Magazines on Gardening, Farming and Health. Active and clean expires. Your Broker knows our reputation for results. Rodale Press, Emmaus, Pa.

MAILING LISTS — 500,000 carefully selected names in Protestant field. Individual lists of clergymen, laymen and laywomen, Religious Education Directors, Bible Teachers, Chaplains, Youth Leaders and many others. Write for free brochure "Protestant Religious Lists," Macfarland Company, Box 540-D, Westfield, New Jersey.

LIST DEVELOPMENT

Walter Drey, Inc., mailing list brokers, have just released an interesting 8-page report on development of a list of "One Million American Highbrows and Middlebrows." Walter Drey, himself, wrote the report. Readers can obtain a copy by sending 20c in stamps to cover mailing costs. (Dept. RD-1—257 Fourth Avenue, New York 10, N. Y., or 333 N. Michigan Ave., Chicago 1, Ill.)

OFFSET CUTOUTS

DE LUXE CLIP BOOK NO. 1 contains 1000 alphabetized promotional heading specimens for offset reproduction. Sales ideas galore, in various lettering styles. Many reverses. 40 pages, 8x10½ in. Was \$5.00, now only \$4.00 postpaid.

A. A. ARCHBOLD, PUBLISHER
419K S. Main St. Burbank, Calif.

FREE LANCE

EXPERIENCED freelance new products writer-photographer, with shopping column editor contacts. Can handle complete publicity program cheap. P.O. Box PPS 2656, Tallahassee, Florida.

MAILING MACHINES AND SUPPLIES

REBUILT ONE YEAR GUARANTEED
ADDRESSOGRAPHS - SPEEDAUMATS - ELLIOTTS
PLATES - FRAMES - TRAYS - CABINETS
EMBOSSING ADDGPH & SPEED PLATES
FOLDERS - SEALERS - PITNEY BOWES
TYING MACHINES - LETTER OPENERS
MAIL BAG RACKS - MAIL SORTING BINS
MAILERS EQUIPMENT CO.
40 W. 15th St., N. Y. 11 CH 3-3442

SPEEDAUMAT ADDRESSERS
AUTOMATIC GRAPHOTYPES
ADDRESSOGRAPHS — GRAPHOTYPES
CABINETS — TRAYS — FRAMES — PLATES
MULTILITHS — MULTIGRAPHS — FOLDERS
PITNEY BOWES—TYING MACHINES—
OPENERS—ELLIOTTS—LETTER OPENERS
ALL EQUIPMENT REBUILT AND GUARANTEED
AMERICAN BUSINESS MACHINES, INC.
573 BWAY, N.Y. 12, N.Y. — WO 6-4334

SPEEDAUMAT ZINC PLATES

New York's biggest and best embosser places 47 Graphotypes and 90 skilled operators at your disposal for fast, accurate embossing of your lists at rock bottom cost of \$35.00 per thousand. Day and night shifts assure prompt delivery on the date promised. No Alibis. Circulation Associates, Inc., 226 West 56th Street, New York. JUDson 6-3530.

Embossed, proof read and guaranteed 100% correct, \$35.00 per thousand. One machine always available for rush jobs. The Roskam Co., 1905 W. 43rd, Kansas City, Ks. TALbot 2-1881.

NEED SKILLED GRAPHOTYPE OPERATORS?

You can make 50% to 100% profit by using our Graphotype Dept. as your own. Beautiful embossing, fully punctuated with less than 1% error. Pure Zinc Speedaumat plates. Prompt dependable delivery. Two shift service. 100% accuracy guaranteed.

Cost — Speedaumat — \$35.00 per M. Freight Prepaid (1,000 miles). Other plate prices on request — send details.

ADVERTISERS ADDRESSING SYSTEM
703 N. 16th St., St. Louis 3, Mo.

SPEEDAUMAT EMBOSSEMENT—Accurate embossing of speedaumat address plates—\$35.00 per M. 50 machines, 90 operators available. All size lists acceptable. Speedaumat plates, FOB New York, \$3.25 per M. Plates notched, one or both sides, for your use or at time of embossing. Send your problems and requirements. Will quote.

HOWLAND SERVICE
Box 3629, Highland Pk. 3, Mich.

MALE OR FEMALE

If you are looking for a position or personnel replacement contact the following:
New York City Area . . . Mr. J. Dudley Broderick, Hundred Million Club, Job Placement Committee, c/o Doubleday & Company, 501 Franklin Ave., Garden City, L. I., New York.
National . . . Miss Eileen McGloin, Direct Mail Advertising Association, 3 East 57th St., New York 22, New York.

SITUATION WANTED

D. M. PRODUCTION MGR.
Complete charge all Direct Mail operations, personnel, planning, lettershop and printing equipment, machine inserting. Exp. in mailing houses and purchasing for publisher. Box 121, The Reporter of Direct Mail Advertising.

NEED REPRESENTATION?

Thoro Exp. printing/mailling equip. & svcs. Would like to represent manufacturer or distributor in L. I. area. Box 122, The Reporter of Direct Mail Advertising.

Don't you already have this information?

Another thing. This letter lacks warmth. It doesn't make the reader feel you actually want to be helpful. It doesn't get close to the reader. None of the personality of the writer shows through.

I certainly hope this brass knuckle approach hasn't made you fighting mad. I do appreciate hearing from you.

It's people like you who take time to write who supply the ideas used in Reed-Able Copy in an attempt to upgrade direct mail copy.

Cordially yours,

A Common Error

All of you who are reading these words get letters of the "we-we" type. Such letters are written not with the conscious objective of bragging, but rather because of enthusiasm for a product or a service. Unless we think what we are offering is the best, offers superior benefits, and unless we are really enthusiastic about it, chances are we won't transfer any enthusiasm for it to the person we are writing.

The next time you are faced with writing a promotion letter, give it a final brush-up—go over it carefully and eliminate all of the "we's" and "ours" you possibly can. Introduce "you" and "yours" wherever possible.

How easy it is to rewrite the last sentence in the letter quoted. It reads: "We have provided a self-addressed post card for your convenience. Just send us your name, address and title, we will see that you get our catalog by return mail."

Rewrite: "Here's a self-addressed post card for your convenience. Just send your name, address and title. This brand new 1959-1960 catalog will drop on your desk in a few days."

More

My mail indicates readers are interested in what we had to say about letter approaches in a recent issue.

Here are a few more from current direct mail.

The MISPLACED ASSUMPTION approach:

"Haven't you often wished you owned a reference tool that gave you at a glance the history of our country's business activity?"

Frankly, I have never wished for such a reference tool. I doubt very much if many people have.

The OVERSTATED BENEFIT or UNBELIEVABLE FLATTERY approach:

"Please read every word of this letter for here is the opportunity of a lifetime. You have been recommended to us as having the fine character and splendid qualities needed for an opportunity we have open . . ."

Almost every mail brings me an "opportunity of a lifetime." I'd have to be a cat to have that many lives.

The IT IS MY PRIVILEGE approach: "It is my privilege to tell you that you can now approach the forthcoming CPS examination with an immense advantage no previous candidate has ever enjoyed."

Delete the first 3 words of this lead sentence. Now, you interest me.

The HERE'S SOME DULL BACKGROUND approach:

"Believing in the principle that many heads are better than one, a small group of successful investor-analysts, each of us a subscriber to at least one stock service, recently got together with one express purpose in mind . . ."

Do tell! So what! How dull can you get?

The CUTE NEGATIVE approach: "Why don't you throw this thing away now! It can't do anything for you but make money!"

So I threw the thing away.

Speaking of Letters

A letter of resignation from a woman who had quit to have a baby. "Dear Boss: I am getting too big for this job . . ."

A bank received the following note with a final payment on an auto contract:

"Dear Sirs: This should make us even. Sincerely, but no longer, yours." ●

Slow me down, Lord! Ease the pounding of my heart by the quieting of my mind. Steady my hurried pace with the vision of the eternal reach of time.

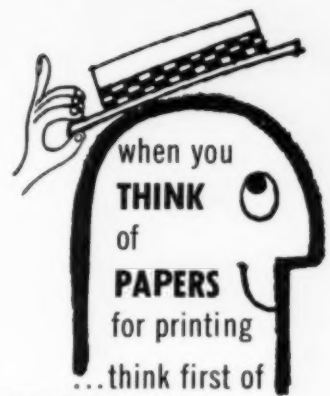
Give me, amidst the confusion of my day, the calmness of the everlasting hills. Break the tensions of my nerves and muscles with the soothing music of the singing streams that live in my memory.

Teach me the art of taking minute vacations—of slowing down to look at a flower, to chat with a friend, to pat a dog, to read a few lines from a good book. Let me look upward into the branches of the towering oak and know that it grew slowly and well.

Slow me down, Lord, and inspire me to send my roots deep into the soil of life's enduring values.

—Author Unknown

From: *The Pick-Up*, house magazine of United Parcel Service, 331 E. 38th St., New York 16, N. Y.



Nekoosa

Nekoosa Papers are pre-tested at our mills for appearance, strength and finish... assuring you the finest in press performance and printability. There is a Nekoosa Paper for every printing job—letterpress or offset—in a wide variety of colors and finishes.



VERSATILE

Nekoosa

PAPERS

Direct Mail and Mail Order

COPY

- that makes SENSE
- that makes SALES
- that makes BUYERS want to do business with you

Write me about your plans or problems

All details handled by mail

ORVILLE E. REED

HOWELL, MICHIGAN

Winner of two DMAA Best of Industry Awards . . . Dartnell Gold Medal . . . Editor of IMP, "The world's smallest house organ"

HELP WANTED

COPYWRITER WANTED

WITH MAIL ORDER "KNOW-HOW"

Well established agency in fast-growing Syracuse, N. Y., has an interesting copy-job opening for a man strong in inquiry pulling copy. There's an opportunity here to grow fast into a broader area of copy-contact in trade-paper, consumer magazine and even into TV if you're so inclined. Congenial group—pleasant town. Send resume, salary requirement and one sample proof indicating what you did and why.

write "President"

SPITZ ADVERTISING AGENCY
530 Oak Street, Syracuse, N. Y.

Direct Mail

LISTINGS ONE PAGE PER ISSUE, \$2.00
PER YEAR, UNDER SPECIAL AGREEMENT,
\$30.00 PER YEAR.

ADDRESSING

Creative Mailing Service, Inc., 400 N. Main, Freeport, N. Y. (FR 8-4830)

ADDRESSING AND MAILING

Mailmasters, Inc., 460 Nordhoff Place, Englewood, N. J. (LO 7-4811)

ADDRESSING — TRADE

Holmar Typing Service, 91-71 111th St., Richmond Hill 16, N. Y. (VI 6-5322)
Monaco's Typing Service, 148 Dunwoodie Road, West Islip, N. Y. (MO 1-4922)
Monaco's Typing Service, 280 Higbie Lane, West Islip, N. Y. (MO 1-4922)
S & S Typing Service, 365 Fifth Avenue, N. Y. (MU 2-6226)

ADVERTISING ART

A. A. Archbold, Publisher, 419 South Main Street, Burbank, Calif. (TH 2-2793)
Idea Art, 307 Fifth Avenue, New York 16, New York (MU 8-7374)

ADVERTISING SPECIALTIES

Photo Lettering Co., Inc., 365 East 46th Street, New York 17, N. Y. (PI 3-4943)
Types Reproducer Corp., 135 Beechwood Ave., New Rochelle, N. Y. (NE 3-9889)

AUTOMATIC TYPEWRITING

Carlson Automatic Typewriting Service, 3744 N. Clark St., Chicago 13, Ill. (EA 7-5496)

BOOKS

Reporter of Direct Mail, 534 7th, Garden City, N. Y.
How to Get The Right Start in Direct Advertising, 1.00
How to Think About Direct Mail, 1.00
How to Think About Letters, 1.00
How to Think About Leadership of Direct Mail, 1.00
How Direct Mail Solves Management Problems, 1.00
How to Think About Showmanship in Direct Mail, 1.00
How to Think About Mail Order, 1.00
How to Think About Production and Mailing, 1.00
How to Think About Industrial Direct Mail, 1.00

COLLECTIONS

Arrow Service, 9 Yates Street, Schenectady 5, New York

COPYWRITERS (Free Lance)

Paul J. Bringe, 4531 North 35th Street, Milwaukee 9, Wisconsin
Orville E. Reed, 108 N. State St., Howell, Mich. (Tel: 65)

COOPERATIVE MAILINGS

The Hosham Company, P.O. Box 856, Kansas City 41, Missouri (TA 2-1881)

DIRECT MAIL AGENCIES

Ahrend Associates, Inc., 601 Madison Ave., N. Y. 22, N. Y. (PL 1-9012)
American Mail Advertising, Inc., 610 Newbury Street, Boston 15, Mass.
Borkowski Advertising, 215 West Navarre St., South Bend 1, Indiana (CB 2-1405)
Leo P. Holt Jr., 84 E. Jackson Blvd., Chi. 4, Ill. (HA 7-9187)
The Buckley Organization, Phila. National Bank Bldg., Phila. 7, Pa.
Chase & Richardson, Inc., 452 Fifth Avenue, New York 18, N. Y. (LA 4-6268)
Hickie-Raymond, Inc., 225 Park Avenue, New York, N. Y. (MU 6-5258)
Direct Mail Service, 2161 Monroe Drive, N. E., P.O. Box 15446, Atlanta 24, Georgia (TR 3-3221)
Hert Garmise Associates, Inc., 20 East 46th St., New York 17, N. Y. (TU 8-8999)
General Office Service, Inc., 1355 New York Avenue, N.E., Washington, D.C. (LA 9-1727)
Harrison Service Inc., 210 East 50th Street, New York 22, N. Y. (PL 1-2820)
Hickey-Murphy Div. of James Gray, Inc., 216 E. 45th St., N. Y. 17, N. Y. (MT 2-9000)
John N. Lord & Co., 171 Newbury Street, Boston 16, Mass. (CO 7-1620)
Harold Marshall Advertising Co., Inc., 171 Madison Ave., N. Y. 16, N. Y. (MU 6-5662)
McVicker & Higginbotham, Inc., 11 West 42nd St., New York 36, N. Y. (OX 5-4082)
R. L. Polk & Co., 431 Howard Street, Detroit 31, Mich. (WO 1-8476)
Reply-O-Letter, 7 Central Park W., N. Y. 25, N. Y. (CT 5-8118)
Reply-O-Letter, 444 N. Michigan Ave., Chicago 11, Ill. (MT 2-2858)
Reply-O-Letter, 10 Post Office Square, Boston 9, Mass. (WA 4-1555)
Reply-O-Letter, 1750 E. 23rd St., Cleveland 1, Ohio (PR 1-8470)

Reply-O-Letter, 14700 Dexter Blvd., Detroit 32, Mich. (DI 1-2221)
Reply-O-Letter, 2515 Mail-Well Drive, Portland 2, Ore. (OL 4-3141)
Reply-O-Letter, 1485 Bay Shore Blvd., San Francisco, Calif. (JU 8-3247)
Reply-O-Letter, Inner Court, 33 Scott St., Toronto 1, Canada (EM 3-8797)
Reply-O-Letter, 167 Queen Street, Brisbane, Australia (B2411)
Responda Letter, 411 South Sangamon Street, Chicago 7, Illinois (MO 6-8478)
Responda Letter, New York Office, (EN 6-5320)
The Rylander Co., 216 W. Jackson Blvd., Chicago, Ill. (RA 6-4769)
The Smith Company, 47 Beale St., San Francisco, Calif. (SU 1-6564)
Tallman, Smith & Associates, 410 N. Michigan, Chicago 1, Illinois (WH 3-9668)

DIRECT MAIL EQUIPMENT

American Automatic Typewriter Company, 2323 N. Pulaski Road, Chicago 39, Illinois
Bell & Howell, Philadelphia, Pa.
B. H. Dunn Co., 7665 S. Vincennes Ave., Chicago 20, Ill. (HU 3-4455)
Cheshire Mailing Machines, Inc., 1644 N. Honore Street, Chicago 22, Illinois
Feltine Typing Machine Co., 3351 N. 35th St., Milwaukee 16, Wis. (HI 5-1311)
Friden Calculating Machine Co., Inc., 2350 Washington Avenue, San Leandro, Calif.
National Bundle Tye Company, Blisfield, Michigan (BL 162)
Pitney-Bowen, Inc., Stamford, Conn. (PI 3-3221)
Scriptomatic, Inc., 310 N. 11th St., Phila. 7, Pa. (WA 2-1251)
Chauncey Wing's Sons, 78 Pierce Street, Greenfield, Mass.

DIRECT MAIL SPECIALTIES

Let's Have Better Motion Assn., Inc., 2123 East Ninth St., Cleveland 15, Ohio (SU 1-4229)

ELLIOTT STENCIL CUTTING

Allee Business Service, Inc., 23-15 23rd St., Long Island City 6, N. Y. (AS 8-4302)
Creative Mailing Service, 400 N. Main St., Freeport, N. Y. (FR 8-4830)
Elliott Addressing Machine Co., 117 Leonard St., New York 13, N. Y. (PR 1-1372)

ENVELOPES

The American Paper Products Co., Envelope Terrace, Southern Blvd., Youngstown, Ohio (SK 8-4545)
Atlanta Envelope Co., P. O. Box 1267, Atlanta 1, Ga. (TR 3-3688)
Berlin & Jones Company, 601 W. 26th St., N. Y. C. 1 (WA 4-4409)
The Boston Envelope Co., 287 High St., Dedham, Mass. (FA 3-0700)
Samuel Cupples Envelope Co., 280 Furman St., Brooklyn 2, N. Y. (TR 3-6235)
Cupples-Hesse Company, 1633 East Madison, Des Moines 16, Iowa (AM 2-5695)
Cupples-Hesse Company, 5833 Michigan Ave., Detroit 16, Mich. (TA 2-7360)
Cupples-Hesse Company, 4175 N. Kingshighway, St. Louis 15, Mo. (EV 3-3709)
Curtis 1000, Inc., 1000 University Avenue, St. Paul 4, Minnesota
Detroit Tuller Envelope Co., 2139 Howard St., Detroit 16, Mich. (TA 3-5790)
Garden City Envelope Co., 3801 N. Rockwell St., Chi. 18, Ill. (CO 7-3600)
Globe Envelope, Ltd., 1870 Queens St., E., Toronto 8, Ontario, Canada
The Gray Envelope Mfg. Co., 55 33rd St., Brooklyn 32, N. Y. (BT 3-2600)
Herc Envelope Co., 4500 Cortland St., Chi. 39, Ill. (CA 7-2400)
Northeastern Envelope Manufacturing Corp., 2 Prince St., Bklyn 1, N. Y. (JA 2-6161)
Rochester Envelope Co., 72 Clarissa St., Rochester 14, N. Y. (HA 6-5498)
The Standard Envelope Co., 1600 E. 26th St., Cleveland 14, O. (PR 1-3960)
Tension Envelope Corporation, 19th & Campbell, Kansas City 8, Mo. (GR 1-3804)
New York 16; St. Louis 16; Minneapolis 14; Des Moines 14; Ft. Worth 12
Tramco Envelope Co., 3542 N. Kimball Ave., Chicago 18, Ill. (TR 4-6814)
Plants in New York, Chicago, Los Angeles—Offices in All Principal Cities
United States Envelope Co., Springfield 2, Mass. (RE 6-7211)
United States Envelope Co., 217 Broadway, N. Y. N. Y. (RA 7-5760)
Wolf Detroit Envelope Co., 14750 Dexter Blvd., Detroit 32, Mich. (DI 1-2221)

ENVELOPE SPECIALTIES

Curtis 1000 Inc., 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)
Garden City Envelope Co., 3801 N. Rockwell St., Chi. 18, Ill. (CO 7-3600)
Herc Envelope Co., 4500 Cortland St., Chi. 39, Ill. (CA 7-2400)
Northeastern Envelope Manufacturing Corp., 2 Prince St., Bklyn 1, N. Y. (JA 2-6161)
Tension Envelope Corporation, 19th & Campbell, Kansas City 8, Mo. (GR 1-3804)
The Sawdon Company, Inc., 480 Lexington Ave., New York 17, N. Y. (YT 6-8365)
The Wolf Envelope Co., 1749-81 E. 22nd St., Cleveland 1, O. (PR 1-8476)

FOREIGN MAILINGS

DeMutator MV, Willemsparkweg 112, Amsterdam, Holland
Dillon-Agnew Associates, New York, New York
R. Hill & Son, Ltd., Kent Street, AUCKLAND, N.E. 1, New Zealand
Manuel Caracol, Muntaner 573, Barcelona 6, Spain
C. F. Sandberg, Direct Mail A/S, Rindögst, 8, Oslo, Norway

INSERTING SERVICE — AUTOMATIC MACHINE

Bonded-Nationwide, 752 4th Ave., Brooklyn 22, N. Y. (BO 8-4819)
Circulation Associates, 1745 Broadway, New York, N. Y. (JT 6-3330)
Creative Mailing Service, 400 North Main St., Freeport, N. Y. (FR 8-4830)
D & A Electronic Mailers, 918 N. 4th Street, Milwaukee 2, Wisconsin (BR 2-7852)

Mailmasters, Inc., 460 Nordhoff Place, Englewood, N. J. (LO 7-4811)
 Mailings Incorporated, 35 West 12th St., New York 11, N. Y. (WA 9-5181)
 The Hoskam Company, P.O. Box 833, Kansas City 41, Missouri (TA 2-1881)

LABEL PASTERS

Potdevin Machine Co., 281 North St., Teterboro, N. J. (HA 8-1941)

LETTERS

Allen Hollander Co., Inc., 385 Gerard Ave., New York 51, N. Y. (MO 3-1818)
 Dennison Mfg. Co., Framingham, Mass. (TE 8-5181)
 Ever Ready Label Corp., 357 Cortlandt St., Belleville 9, N. J. (PL 9-5500)

LETTERS

Responds Letter, 411 South Sangamon Street, Chicago 7, Illinois (MO 6-9878)
 Responsa Letter, New York Office, (KN 6539)

LETTER GADGETS

Hewig Co., 45 W. 45th St., N. Y. 36, N. Y. (JU 2-2186)
 Robert Straub & Co., 342 South Dearborn St., Chicago 3, Ill. (WA 2-1991)

LETTERHEADS

Brunner, Inc., Printers-Lithographers, 1018 Jefferson Ave., Memphis, Tenn. (HR 2355)

MAIL ADVERTISING SERVICES (Lettershops)

BOSTON, MASSACHUSETTS
 Jordan-Dennis Company, 278 Roxbury Street (19)

BROOKLYN
 Vanko Reproduction & Mailing Service, Inc., 1715 Ave. Z, Bklyn. 35, N. Y. (SH 8-5235)

CINCINNATI
 DMH Advertising, 4616 Red Bank Road (27) (BR 1-3200)

CLEVELAND
 Robert Silverman, Inc., 1270 Ontario Street (13) (CH 1-6575)

DETROIT
 Advertising Distributors of America, Inc., 4444 Cass Ave. (1) (TE 8-0506)
 Chase Direct Mail Service Corp., 2936 Jefferson East, (7) (LI 7-3331)
 National Mailing Corp., 8201 Grand River Ave., (8) (TY 8-2611)
 R. L. Polk & Co., 431 Howard St. (31) (WO 1-9470)

LOS ANGELES
 Krupp's Adv. Mailing Serv., 3390 W. Pico Blvd. (6) (DU 2-5421)
 The Mailing House, 1019 N. Madison Avenue, Los Angeles 29, Calif. (NO 4-4271)

MIAMI, FLORIDA
 Ace Letter Service Co., 3960 N.E. 1st Avenue (PL 7-4577)

MINNEAPOLIS
 Gile Letter Service, 723 Third Ave. S., (2) (FE 3-3417)

NEW YORK CITY
 Advertisers Mailing Service, Inc., 45 West 18th St., New York, N. Y. (AL 5-4509)
 Chase Direct Mail Service Corp., 12 E. 40th St. (17) (MI 7-2930)
 Circulation Associates, 1745 Broadway, New York, N. Y. (JU 9-3380)
 Mailings Incorporated, 35 West 12th St. (11) (WA 9-5181)
 Mary Ellen Clancy Company, 250 Park Avenue, New York 17, N. Y. (TU 4-7833)
 St. John's Associates, Inc., 75 West 45th Street, New York 36, N. Y. (JU 2-3344)

PHILADELPHIA
 Woodington Mail Advertising Serv., 1394 Arch St. (7) (LO 2-1840)
 Zip-Opener Corp., Div. Connelly Org., 1010 Arch St. (7) (MA 7-8133)

PITTSBURGH
 Advertisers Associates, Inc., 1627 Penn Avenue (AT 1-6144)

ROCHESTER, NEW YORK
 Ayer & Streib, 15 South Avenue (BA 3-6310)

SAN FRANCISCO
 The Letter Shop, 87 Beale St. (SU 1-6564)

WESTFIELD, NEW JERSEY
 Union County Printing & Mailing Service, 233 North Avenue, Westfield, N. J. (AD 2-8393)

MAILING LISTS - BROKERS

Archer-Bennett List Service, Inc., 140 W. 55th St., N. Y. 19, N. Y. (JU 6-3768)
 George Bryant & Staff, 71 Grand Avenue, Englewood, N. J. (LO 7-3200)
 The Coudine Co., Inc., 193 East 23rd St., N. Y. C. 10 (AL 4-8870)
 Dependable Mailing Lists Inc., 381 4th Ave., N. Y. C. 16 (OR 9-7169)
 Walter Drey, Inc., 333 N. Michigan Ave., Chi. 1, Ill. (FI 6-7533)
 Walter Drey, Inc., 257 4th Ave., N. Y. 10, N. Y. (OR 4-7061)
 Eli Rogos, 450 Main Street, Webster, Massachusetts (WE 2780)
 Guild Co., 160 Eagle St., Englewood, N. J. (BR 6-6461)
 Walter Karl, Inc., Armonk, N. Y. (FA 4-3338)
 Lewis Kleid, Inc., 25 West 45th St., New York 36, N. Y. (JU 2-8630)
 Cell Lavine Screened Mailing Lists, Fish Building, 250 W. 57th St., N. Y. 19, N. Y. (JU 6-2086-7)
 Wills Madden, Inc., 215 4th Ave., N. Y. 5, N. Y. (BP 7-7460)
 Masely Mail Order List Serv., 38 Newbury St., Boston 10, Mass. (CO 4-3580)
 Names Unlimited, Inc., 352 Fourth Avenue, New York 10, N. Y. (MU 6-5454)
 People in Places, Inc., 41 Fifth Ave., New York 3, N. Y. (GR 7-3774)
 Planned Circulation, 19 West 44th Street, New York 36, N. Y. (MU 7-4158)
 William M. Profit Associates, Inc., 42 Main St., Orange, N.J. (OR 7-1309)
 Richard Buchner Associates, Inc., 10 E. 16th St., N. Y. 19, N. Y. (CT 6-9534)
 The Hoskam Company, P.O. Box 833, Kansas City 41, Missouri (TA 2-1881)
 C. H. "Frank" Ruby & Co., Inc., 339 W. 51st St., N. Y. 19, N. Y. (JU 6-5315)
 Sanford Evans & Co., Ltd., 156 Lombard Ave., Winnipeg 2, Man., Can. (WH 2-6554)
 William Stron, Jr., 568-570 54th St., West New York, N. J. (UN 4-4800)
 James R. True Associates, 419 Fourth Avenue, New York, N. Y. (MU 9-0050)

MAILING LISTS - BY SUBJECT

FOR LIST SOURCE, COMPARE NAME IN PARENTHESES WITH LISTING BELOW OR COMPILERS & OWNERS

Business, Professional Lists, (Ed Burnett Company)
 Direct Mail Users, 18,500 (Reporter of DM)
 Fund Raising Lists, (Wm. M. Profit Associates)
 Opportunity Seekers and Start In Business, 200,000 (William Stron, Jr.)

MAILING LISTS - COMPILERS & OWNERS

Active Mail Order List Co., 241 Lafayette St., N.Y. 12 N.Y. (WA 5-2450)
 Albert Mailing Lists, 128 Liberty St., N. Y. (RE 2-7373)
 Allison Mailing List Corp., 806 Lexington Ave., N. Y. 21, N. Y. (TE 2-8430)
 Associated Advertising Service, 613 Willow Street, Port Huron, Mich. (YT 5-7773)
 Bookbuyers Lists, Inc., 363 Broadway, N. Y. 13, N. Y. (WO 4-5871)
 Bookers-Dement, 555 W. Jackson Blvd., Chicago 6, Ill. (HA 7-3862)
 Ed Burnett Company, 513 Sixth Avenue, N. Y. 11, N. Y. (AL 5-7177)
 Creative Mailing Service, 460 N. Main St., Freeport, N. Y. (FR 8-4830)

Directory of Associations, Gale Research Co.

3414 Book Bldg., Detroit 26, Mich. (WO 1-2342)
 Walter Drey, Inc., 333 N. Michigan Ave., Chi. 1, Ill. (FI 6-7533)
 Walter Drey, Inc., 207 4th Ave., N. Y. 10, N. Y. (OR 4-7061)
 Dunhill International List Co., Inc., 444 Fourth Ave., N. Y., N. Y. (MU 6-3709)
 E-Z Addressing Serv., 68 Washington St., N. Y. 9, N. Y. (LA 3-9492)
 Ellis S. Huthmeier, 28 E. 22nd St., N. Y. 10, N. Y. (OR 4-6429)
 Industrial List Bureau, 420 Main Street, Webster, Mass. (WE 2780)
 Keystone Mailing Service, Inc., 328 Broadway, N. Y. 7, N. Y. (CO 7-6171-3)
 Mapquest, Inc., Home Office-320 N. Franklin, Milwaukee 3, Wisconsin
 140 Offices in Major Cities-804 Yellow Pages for Local Phone Numbers
 Market Compilation Bureau, 10561 Chandler Blvd., N. Hollywood, California (ST 1-5284)
 National Birth Record Company, 16 West 19th Street, N. Y. 11, N. Y. (OR 5-5769)
 Occupant Mailing Lists of America, 239 North 4th Street, Columbus, Ohio
 Official Catholic Directory, 12 Barclay St., N. Y. 8, N. Y. (BA 7-5999)
 L. Polk & Co., Howard Street, Detroit 21, Michigan (WO 1-9470)
 William M. Profit Associates, 42 Main St., Orange, N.J. (OR 7-1309)
 Lisle M. Ramsey & Associates, Inc., 404 South Fourth St., St. Louis, Mo.
 R. L. Rashmit, 5410 Cabuena Blvd., N. Hollywood, Calif. (FO 4-8339)
 Reporter of Direct Mail Adv., 254 7th St., Garden City, N. Y. (FI 4-1387)
 Research Projects, Inc., 404 Fourth Ave., New York, N. Y. (JU 2-0830)
 The Speed Address Co., 48-01 42nd St., Long Island City 4, N. Y. (MT 4-5922)
 William Stron, Jr., 568-570 54th St., West New York, N. J. (UN 4-4800)
 W. E. Watson Corp., 53 Hanks Ave., Freeport, N. Y. (FR 8-4312)
 Zeiler and Letica, Inc., 15 East 26th St., N. Y. 38, N. Y. (MU 3-6276)

MAIL ORDER CONSULTANT

Arthur W. Bandman, 95 Madison Avenue, New York 16, N. Y. (LE 2-8748)
 Herbert L. Kellner & Associates, 121 S. Wabash Ave., Chicago 3, Ill. (AN 3-2242)

MANUFACTURERS-ADDRESSING MACHINES & ACCESSORIES

Poliard-Alling Mfg Co., 220 W. 19th St., N. Y. 11, N. Y. (CH 3-0022)

MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Co., 19 S. Wells Street, Chicago 6, Ill. (ST 2-7806)

OCCUPANT MAILING LISTS-LOCAL & NATIONAL

Advertising Distributors of America, Inc., 4444 Cass Ave., Detroit 1, Michigan (TE 8-0506)

Occupant Mailing Lists of America, 239 North 4th Street, Columbus, Ohio

OFFICE EQUIPMENT

Schaumbrock Agency, Avon, Missouri

PAPER MANUFACTURERS

Allied Paper Mills, 1608 Lake Street, Kalamazoo, Michigan
 American Writing Paper Corporation, Holyoke, Massachusetts
 Appleton Coated Paper Co., 1250 N. Meade St., Appleton, Wis. (AT 4-444)
 Champion Paper & Fibre Company, Hamilton, Ohio
 Curtis Paper Company, Newark, Delaware (D.S. 8-808)
 Eastern Corporation, Bangor, Maine (Tel: 8221)
 Fletcher Paper Company, 28 North Wacker Drive, Chicago 5, Illinois
 Fraser Paper Limited, 420 Lexington Ave., N. Y. 17, N. Y. (LE 2-6380)
 Hammermill Paper Co., Erie, Pa. (Tel. 4-7101)
 Howard Paper Mills, Inc., 115 Columbia St., Dayton 7, Ohio
 International Paper Co., 350 E. 42nd St., N. Y. 17, N. Y. (MU 2-5090)
 Kimberly-Clark Corporation, Neenah, Wisconsin (PA 2-3311)
 Mead Paper, Inc., 118 West First Street, Dayton 2, Ohio
 Monarch Paper Company, Port Edwards, Wis. (Tel: 3111)
 New York & Pennsylvania Co., 220 Park Avenue, New York 17, N. Y. (PL 1-4250)
 Peninsular Paper Co., Ypsilanti, Mich. (HU 2-2080)
 Rex Paper Co., Kalamazoo, Mich. (FO 4-8151)
 Rising Paper Co., Housatonic, Mass. (HO 4-7)
 The Sore Paper Company, 89 Broad Street, Boston 1, Massachusetts
 S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts

PHOTO ENGRAVERS

Horan Engraving Co., Inc., 41 W. 28th St., New York 1, N. Y. (MU 9-8585)

POST CARDS

CURTEICHOLOR 3-D by Curt Teich & Co., Inc., 1733 W. Irving Park Road, Chicago 13, Illinois (BU 1-0606)

PRINTERS - LETTERPRESS & LITHOGRAPHY

Black Oak Press, 2335 Durbin Street, Black Oak, Gary, Indiana
 Colorone, 2412 17th Street N.W., Washington, D. C.
 Paradise Printers, Paradise, Pa. (OV 7-3206)

PRINTING-OFFSET LITHOGRAPHY

Goes Lithographing Company, 42 West 61st Street, Chicago 21, Illinois

SALES AND MERCHANDISING CONSULTANT

Ralph T. Curtis, 803 E. Powell Avenue, Evansville 13, Ind. (HA 2-3794)

STENCIL CUTTING AND LIST MAINTENANCE

Circulation Associates, 1745 Broadway, New York, N. Y. (JU 6-3530)
 Clear Cut Duplicating Co., 149 Broadway, New York 6, N. Y. (DI 9-4668)

SUBSCRIPTION FULFILLMENT SERVICE

Circulation Associates, 1745 Broadway, New York, N. Y. (JU 6-3530)
 Globe Fulfillment Corporation, 148 W. 23rd St., N. Y. 11, N. Y. (OR 5-4660)

SYNDICATED HOUSE MAGAZINE

The William Feather Co., 9000 Clinton Rd., Cleveland 9, O. (AT 1-4122)
 The Henry F. Henrichs Publications, The House of Sunshine, Litchfield, Ill. (296)

TRADE ASSOCIATIONS

Association of First Class Mailers, 211 Wyatt Building, Washington 5 D.C.
 Associated Third Class Mail Users, 1806 G St., Wash., D. C. (ME 8-2477)
 Direct Mail Advertising Assn., 5 E. 57th St., N. Y. C. 22 (MU 8-7388)
 MASA International, 18120 James Coussens, Detroit 23, Mich. (UN 4-3545)
 National Council of Mailing List Brokers, 55 W. 42 St., N. Y. 36, N. Y. (PE 6-0015)
 Parcel Post Association, 1013 Woodward Building, Washington 5, D.C.

TYPOGRAPHERS

Rapid Typographers, Inc., 205 East 46th Street, N.Y. 17, N.Y. (MU 8-2445)

Sorg's PARCHTEX adds Glamour to Layout... LANDS BIG JOB FOR PRINTER!



"PARCHTEX Makes Printing a Pleasure"

When we first presented "La Boutique" with a layout on our idea for co-ordinating all their business stationery, the customer thought the layout attractive, but claimed it lacked something to make it really impressive. On the advice of our Sorg distributor, we resubmitted the layout showing how it would look on Sorg's pink PARCHTEX. That broke the deadlock! The customer was delighted with the glamorous touch that PARCHTEX added, and we got the job. And what a pleasant experience it was to work with PARCHTEX! Running at a speed of 5000 impressions an hour, PARCHTEX reproduced beautifully throughout the entire run. You can take it from me, PARCHTEX makes printing a pleasure!

Aaron J. Fadem
Account Executive
COMMERCIAL LETTER, INC.
St. Louis, Missouri



Your Sorg distributor will be happy to show you the new PARCHTEX Printed Samples Portfolio, containing PARCHTEX samples in a wide range of uses.

Here's Why PARCHTEX has become so popular!

From letterheads to brochures . . . single-color to four-color process runs—one feature is common to hundreds of different types of jobs that have been done on Sorg's PARCHTEX by printers from coast-to-coast. In every case, the printer, or the customer specified PARCHTEX because he wanted to achieve a special touch of glamour, dignity, importance, distinction—in the finished piece.

That is why PARCHTEX is catching the fancy of more and more printers every day. Try PARCHTEX yourself! You'll find it produces excellent results by a variety of printing methods—letterpress, offset, thermograph, silk screen. Soft tones and colors, especially, reproduce with exquisite beauty on the rich, luxurious surface of PARCHTEX.

Ask your Sorg distributor for a PARCHTEX swatch book, and sample sheets of PARCHTEX in both the 24 lb. text weight and the 65 lb. cover weight, in Green, Blue, Pink, White, and Natural. Phone him today!



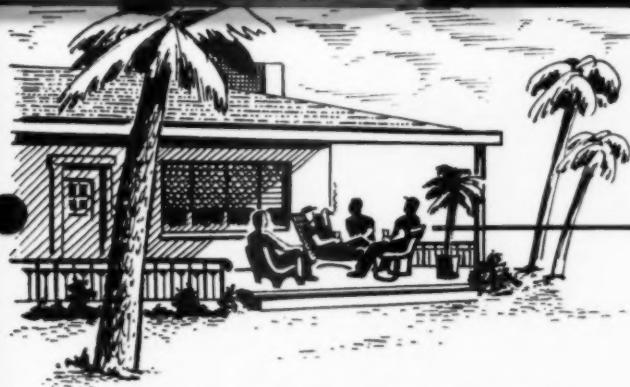
THE SORG PAPER COMPANY • Middletown, Ohio

Manufacturers and Converters of Stock Line and Specialty Papers

Offices in NEW YORK • CHICAGO • BOSTON • ST. LOUIS • LOS ANGELES

SORG STOCK LINES

WHITE SOREX • CREAM SOREX • LEATHER EMBOSSED COVER • PLATE FINISH • EQUATOR INDEX BRISTOL • REGISTER BOND
MIDDLETOWN POST CARD • 410 TRANSLUCENT • EQUATOR LEDGER • SORG'S BLOTTING • BRILLIANT VELLUM
TENSAXE • GRANITEX • PARCHTEX



FRONTPORCH SCUTTLEBUTT

The gist of conversation about this and that
with visitors to the Editor of *The Reporter*

December, 1959

"PEACE ON EARTH" cannot describe the situation in advertising circles . . . as we approach the Christmas Season. I suppose all of you are just as sick and tired as I am of reading and talking about the TV scandals. The revelations, have seriously hurt the prestige of advertising. We've got to face it and do what we can to help heal the scars.

During past weeks, I've talked to many people . . . non-advertisers, just plain ordinary people . . . to get their reactions. Mostly . . . they've lost faith in "advertising." All sorts of advertising.

I try to explain that the whole field of advertising isn't bad. Only a relative few have been mixed up in the scandals. We should be proud of the thousands upon thousands of scrupulously honest firms who don't cheat in their advertising or selling. Look at the thousands of industrial advertisers and their agencies who couldn't afford to be dishonest even if they cared to. There are thousands of mail users who know that it is only good business to be honest. So let's not give up the ship and be pessimistic about the future of advertising just because of the rotten apples among the TV fast-buck boys. We have a few bad apples in direct mail. They get exposed . . . quickly.

Admittedly, the TV mess is the worst thing that has ever happened to the advertising profession. In certain quarters, advertising practitioners lost all sense of moral values. They accepted and laughed about deception.

The networks are partly to blame. They should never have relinquished their complete control over editorial material. A magazine would be in hot water if it allowed its advertisers to dictate editorial content. The networks, possibly through a reputable packager or producer, should sell a specified program (editorial) to an advertiser who thereafter won't interfere with editorial. And the network or station in turn should refuse any commercial advertising which is in bad taste . . . just as would the responsible magazine publisher.

The agencies were partly to blame. This was bound to come when agencies got into the entertainment business. They should get out of it. They should be above suspicion in counseling their clients on what medium and what editorial atmosphere they should buy.

The one fellow I'm inclined to feel sorry for is Charles Van Doren. Of course, he shouldn't have denied the fixing. But he did come clean. He was doing a conscientious job on "Today" . . . helping greatly to increase interest in adult education. The public loses by Van Doren being made the publicity goat to take the heat off of network officers, packagers, fast-buck producers, agency control man and not-so-scrupulous advertisers. They all knew what was going on. All were guilty; much more guilty than the relatively innocent people who were induced to go on the rigged programs.

A tipoff on their collective guilt was the hullabaloo

over the October 27 program of the Sales Executives Club of New York. It was planned to have a session to discuss what effect the TV scandal was having on sales. Immediately, pressure was applied to have program canceled. The program chairman resigned. Two contestants scheduled as speakers withdrew after being pressured. SEC stuck to its guns and the program went on with Coty's president, Philip Cortney, as the featured speaker. He made a fine appeal for honesty in advertising . . . in an atmosphere filled with electric tension. However, the crime of the whole affair was that the guilty top brass in advertising circles tried to suppress the meeting and the truth.

Perhaps we will be better off when all the truth is known and corrective measures are taken. Many people will lose their jobs . . . not just the scapegoat, Charles Van Doren. The networks will be forced to accept mature leadership; the agencies will assume responsibility for decency in all advertising; the Federal Trade Commission will clamp down on all dishonest commercials, in case the networks do not refuse them time. Presidents of companies will be laughed out of their assumed jobs as entertainment entrepreneurs.

Perhaps by this whole sorry mess the advertising business will be purified. It's too much to hope that it will happen quickly. It will take a lot of time and work and faith. In the meantime, those of us connected with direct mail should be darn sure that we are walking the straight line.

BEHIND THE SCENES there has been considerable discussion of what to do about H.R. 7379 which was approved by the House of Representatives during the closing days of the last session of Congress. A similar bill—S. 2562—did not come to a vote in the Senate. Direct mail people are on the fence because some parts of the bill seem good . . . others terrible.

H.R. 7379 started out to be a bill to give the Postmaster General more power to stop obscenity in the mail. At present he can impound the mail of suspected pornographic peddlers for a period of twenty days while charges are being adjudicated. This period is supposed to be too short, so the new bill increased the time limit from twenty to forty-five days. Most of us supported the idea.

Hearings were held on H.R. 7379 in a number of cities by Congresswoman Kathryn Granahan's subcommittee of the Post Office Committee. Meanwhile, the Post Office staged its well-planned publicity campaign on the dangers of obscenity in the mail. The Associated Third Class Mail Users and the National Council of Mailing List Brokers were among the many organizations which endorsed the proposed legislation.

But somehow the original resolution suffered from last-minute amendments and it passed the House with only one dissenting voice. The fear is that it may pass the

Senate in the next session because the legal minds there haven't analyzed the dangers of the amendments.

The bill as passed by the House would give the Postmaster General power to impound for 45 days all incoming mail to any person suspected of mailing obscene or fraudulent material. That is, the phrase "or fraudulent nature" was added to original wording.

In addition, the bill would establish a new concept of administrative and judicial procedure. The courts would be prohibited from overruling the Postmaster General unless it could be proved that the Postmaster General's order was issued "arbitrarily and capriciously." In other words, the burden of proof of innocence would be on the mailer rather than burden of proof of guilt on the Post Office. Many people believe this provision would be unconstitutional.

But the real problem is the addition of the fraud angle. It is all right to stop immediately the incoming profits from outright pornography if the charges can be upheld in a court appeal. But to hold up a firm's incoming mail for a week, two weeks or forty-five days on a capricious charge of fraud . . . would put most anyone out of business. It would give some Postmaster General, present or future, the power to put you out of business if he didn't like the part in your hair. Charges of fraud should be pressed only by "due process of law."

I think we all agree that the obscenity legislation is needed because of the fly-by-night characteristics of the shady operators. That condition would not apply in most fraud cases . . . those should be fought in the courts where the fight belongs.

There's one ray of hope on this subject. The Department of Justice, after studying the fraud angle and the switch on the "burden of proof," has advised the House Post Office Committee that it is unable to recommend enactment of this legislation.

There is another angle to this situation which must be considered. If the bill is changed to include only obscenity, with burden of proof on the Post Office and it becomes a law . . . the Post Office will have to guard its new powers jealously. In recent months it (through too zealous individuals) has taken some foolish actions which have backfired.

First was the banning of "Lady Chatterley's Lover," which was overruled by the courts. Then the Post Office took another licking when the Department of Justice ruled (by refusing to take action) that the Post Office had no right to bar from the mails advertisements which included a reproduction of the famous Goya painting of a reclining nude. Picture was used to promote "The Naked Maja," a rather dull movie about the life of Goya. If the Post Office should abuse new powers, it will surely get tremendous howls from the very people who are now applauding the honest effort to get rid of outright, easily-recognized pornography.

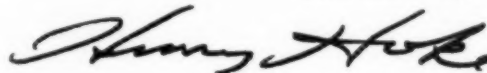
Hope this explanation of what's behind the arguments about H.R. 7379 will clarify the issue. It's a ticklish subject. We are against sin . . . but within reason.

MISCELLANEOUS CONVERSATION BITS:

Enjoyed reading the 192-page *Dog Scrapbook* written by Reporter reader, Captain Will Judy, and published by Judy Publishing Co., Chicago 16, Ill. Price is \$3.50. The Captain was educated for the ministry but changed to law. Then in 1923 became editor of *Dog World* magazine and since then has gone, as he says, completely to the dogs. A world authority on the subject. § § § Had an interesting time one November Sunday at the Tides Hotel at Redington Beach on a panel for a Florida Printing

Assn. meeting. Panel discussed printers' self-advertising. Lots of progress has been made in the last ten years. Ran into one printer (handicapped) who has no salesmen and cannot make calls himself, but who gets all his business from simple sales letters sent once a month to 1,800 prospects and customers in his area § § § Remember how we've griped in the past about the prostitution of Christmas by the long-drawn-out promotional ballyhoo? The griping doesn't seem to do much good. Street Christmas lights were being strung long before Thanksgiving in many towns. Worst case we heard of . . . a suburban department store had its Christmas displays and decorations up on October 27. § § § We still recommend that you get and play Stan Freberg's recording of "Green Christmas." A Capitol Record. Play it for your agency and merchandising friends. A terrific expose of the prostitution of Christmas. § § § Have you folks read Harry Golden's wonderful book, *Only in America?* Now being made into a movie. Don't miss it—either hard cover at \$4 or paperbacks at 50¢. Just a collection of short editorials which appeared in his *The Carolina Israelite*. Simple writing . . . with warmth, wit and wisdom. § § § Another Hoke arrived in this world on November 22 at Naval Hospital, St. Albans, N. Y. Son of Lt. Comdr. and Mrs. Charles Hearn Hoke. My ninth grandchild. Score: five boys, four girls. Father in same hospital recovering from lung surgery. Plenty of excitement and problems for nearby Pete and Demi in Garden City. § § § Had a fast trip over to east coast of Florida on November 18 to attend joint meeting of Miami Ad Club and Miami Direct Mail Club at McAllister Hotel. Big turnout. Eleven members of DMAA board present plus President Bob DeLay and assistant, Herb Rohrbach. Four directors spoke . . . followed by a hot question-and-answer session on agency charges for direct mail creation. Fine program. Board met next day on 1960 convention matters. Personally, one thing I hope to get free of in the wake of the TV scandal is listening to laxative commercials while eating breakfast. Another sore spot . . . listening to reducing pill commercials when we know that the pills are only powdered milk and lemon juice. § § § Have been having some discussions lately on agency compensation. Is the traditional 15% commission doomed to extinction? Have been reading Bill Long's (Whitefish Bay, Wis.) portfolio on new methods of agency compensation. Needs much study and more conversations. Will get to it later . . . I hope. § § § A short trip to Lakeland to attend meeting of Office Supply and Equipment Assn. Another group getting more interested in direct mail. § § § That's about all the space we have left for this last page of this last issue of the year. In spite of all the over-sensational ballyhooing of Christmas, we are wishing all of you a happy, safe and sensible holiday season. We are inclined to agree with the crusade of the National Safety Council. It is urging employers to go easy on or dry up the annual Christmas and/or New Year's parties. The Council emphasized it is not trying to dampen the traditional Christmas spirit, but it firmly believes "you just can't have a Merry Christmas if someone you love is hurt or killed." Keep alive for a Happy New Year!

Good luck always,



3 Bluff Drive
Clearwater, Florida
Telephone: JUniper 4-3848

HOW FRIDEN JUSTOWRITER® SOLVES COMMUNICATIONS PROBLEM FOR MANY OFFICES

This marvelous 2-unit "Tape-Talk" machine turns out professional typesets with justified margins at substantial cost savings compared with hot metal composition ... offers ideal way to handle bulletins, manuals, price lists, booklets, directories, catalogs, direct mail literature, house organs, inter-office memoranda and employee communications of many kinds.

The Friden Justowriter produces these clear, accurate typesets on direct image plates for duplicating machines or in form of reproduction proofs for lithographic printing. Fourteen different Justowriter type faces, sized from 8 to 14 points, are available.



One of the ways



On this Justowriter Recorder (unit #1) any typist becomes an expert type compositor. Her usual typing -- without involving special positioning or extra time -- produces simultaneously (a) a type-written sheet, for visual check, and (b) punched paper tape with identical copy coded into the holes.

Justowriter unit #2, the Reproducer, receives code tape ... "reads" it ... and automatically composes the original copy in clear, accurate justified-margin form. All kinds of copy -- straight matter, centered, run arounds, line leaders, tabular matter handled with ease at 100 words a minute.

You have been reading a Justowriter-composed message ... note the automatically justified margins and overall pleasing appearance! Write today on your business letterhead for additional information on the justifying type-composing Justowriter -- one of the most immediately functional Tape-Talk machines now "breaking new ground" in the new world for business created by FRIDEN, Inc., San Leandro, California.

FRIDEN SILVER ANNIVERSARY 1934-1959

APCO HI-FOLD COVER

*is a new, high finish, bright white, coated paper
offering superb folding and printing qualities
— at an "under-par" price*



The illustration depicts five different uses for APCO Hi-Fold Cover. In the top left, a man in a uniform holds a sign that says "for MAILING CARDS". In the top center, a man on a ladder holds a sign that says "for WALL HANGERS". In the top right, a man in a suit holds a sign that says "for CATALOGS and SALES MANUALS". In the bottom left, a woman in a dress holds a sign that says "for MENUS". In the bottom center, a man in a shirt and tie holds a sign that says "for COUNTER DISPLAYS".

APCO HI-FOLD COVER is moderately priced — yet offers everything to be desired in performance. Folding qualities are excellent plus fine screen halftones, letterpress or offset, print sharp and clean. Color process inks reproduce with high brilliance and fidelity. Even silk screen printers have found Apco Hi-Fold "just perfect". Varnish, lacquer, lamination, high gloss inks, metallic inks all can be used with good results.

Write for Samples
Specify APCO Hi-Fold Cover for your next job. You'll be pleased — and you'll save money. In the meantime, write for plain and printed samples of this new, versatile, economy cover. Address —
THE APPLETON COATED PAPER CO.
1250 N. Meade Street
Appleton, Wisconsin

APCO

HI-FOLD COVER

by **APPLETON COATED**

